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AUG 26 '28



Lighting Equipment for

BANKS ~ STORES
CONCEALED LIGHTING
STAGE ~ HOSPITAL
CHURCHES ~ PICTURES
SIGNS

CATALOG No 91

L. ERIKSON ELECTRIC CO.
BOSTON ~ MASS.
Established 1897

ERIKSON REFLECTORS

for

BANKS · STORES
CONCEALED LIGHTING
STAGE · HOSPITAL
CHURCHES · PICTURES
SIGNS



Catalog No. 91

DESIGNED AND MANUFACTURED BY

L. ERIKSON ELECTRIC CO.

Established 1897

6 PORTLAND STREET
BOSTON, MASS.

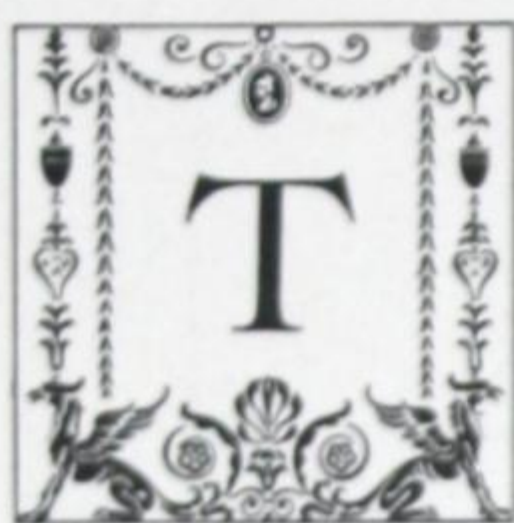
JOHN R. HOLLINGSWORTH

1723 Sansom Street, Philadelphia, Pa.

Sales Representative



SERVICE



THE term "Reflector," as used in this catalogue, should not be confused with highly commercialized lighting units when the aim of the manufacturer is to produce standardized merchandise on a large scale. It is the purpose of this company to meet the specific conditions peculiar to the requirements of each individual installation where special attention is required. No attempt is made to offer a "cure all" product to take care of the diversified conditions pertaining to each installation.

The prospective purchaser of lighting equipment is requested to take advantage of the specialized service rendered by this company in affording an economical solution to any problem, calling for a definite result which can only be secured by weighing the attendant factors of the particular case.

No attempt has been made to meet competition in this class of work where price is the dominating factor, for quality as expressed by good workmanship, material and results cannot be associated with cheapness.

L. ERIKSON ELECTRIC COMPANY

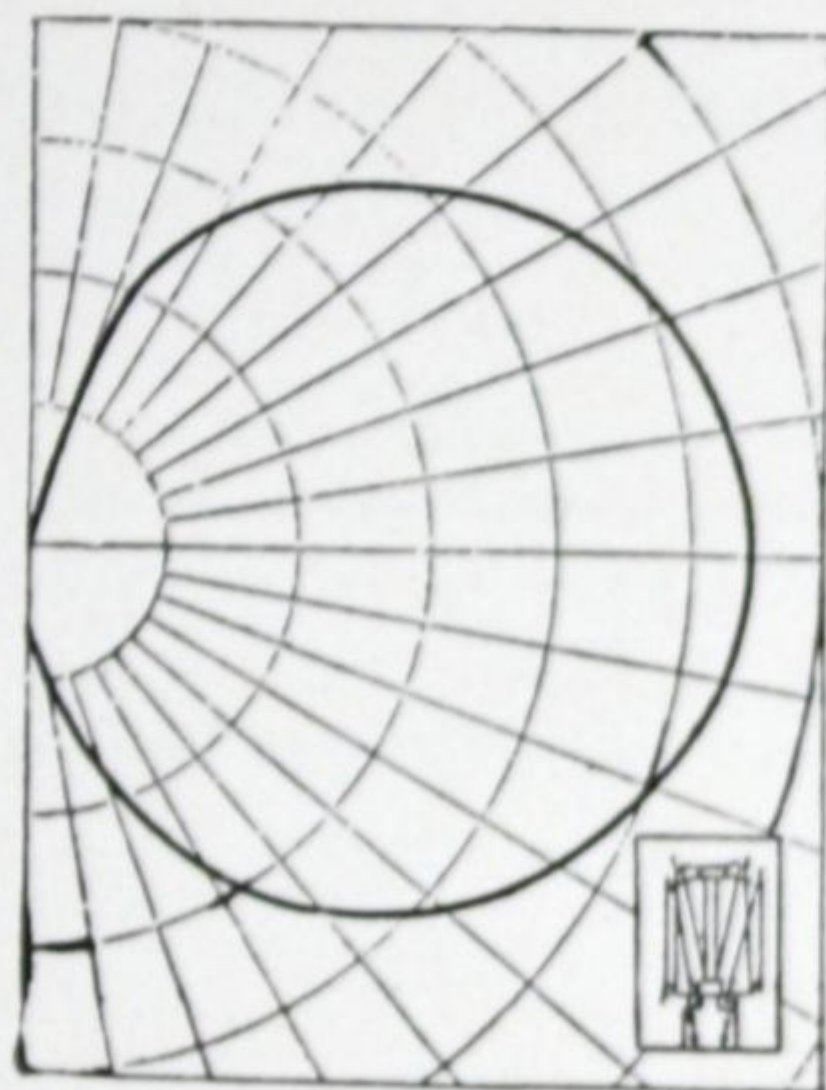
L. ERIKSON ELECTRIC COMPANY

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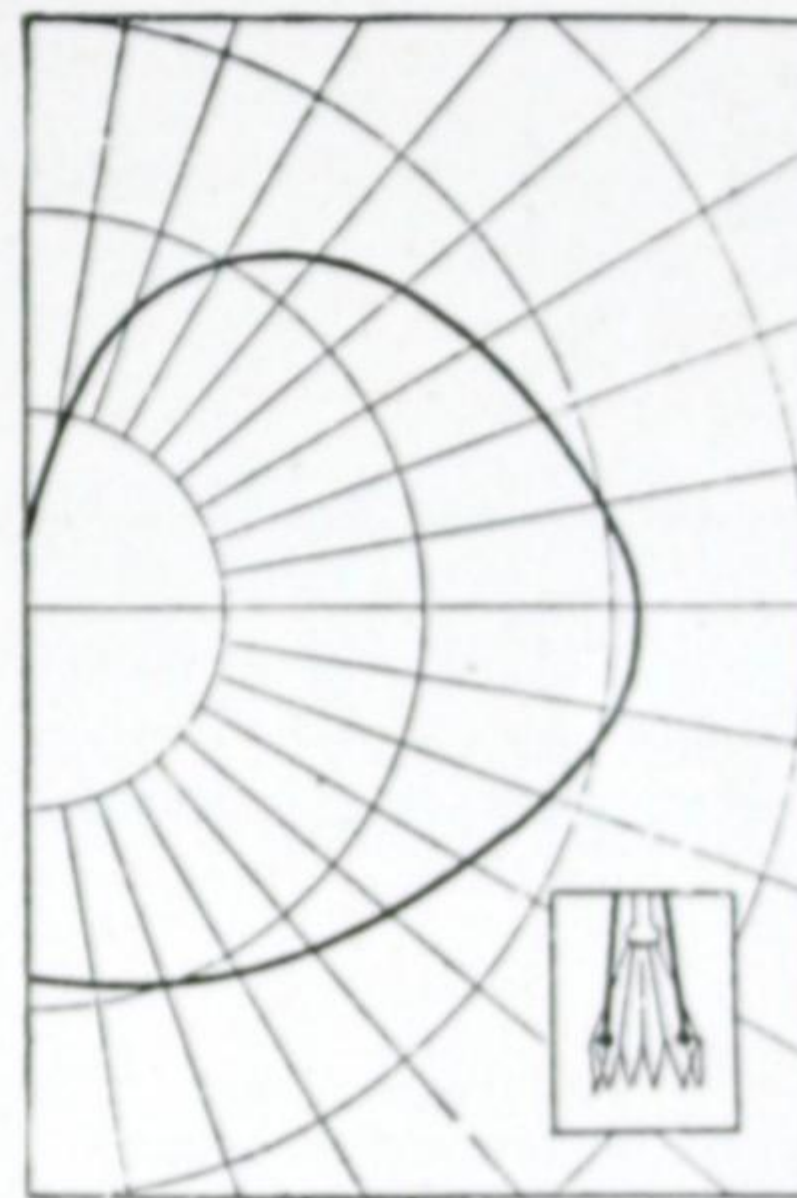


ENGINEERING PRINCIPLES

IN order to assist the prospective buyer of lighting equipment in the selection of the type best suited to his particular needs, the following synopsis of the general principle pertaining to the design of reflectors is submitted. Factors governing the selection of equipment peculiar to the particular branches of the illuminating field are treated in further detail under their respective headings in later sections.



A—Low Wattage B Lamp



B—High Wattage Mazda C Lamp
(Loop Construction)

FIGURE NO. 1

As shown above, the distribution of light of a bare lamp is such that unless some means were employed to redirect the light into useful angles a large percentage would be lost.

Reflectors

The distribution characteristic of incandescent lamps, as illustrated in Fig. 1, is such that reflectors must be employed to redirect the light in the desired direction, and to protect the eyes from the intrinsic brilliancy of the filament. The most common types of reflectors are based upon the principle of light reflection from polished surfaces as described in detail on the following pages.

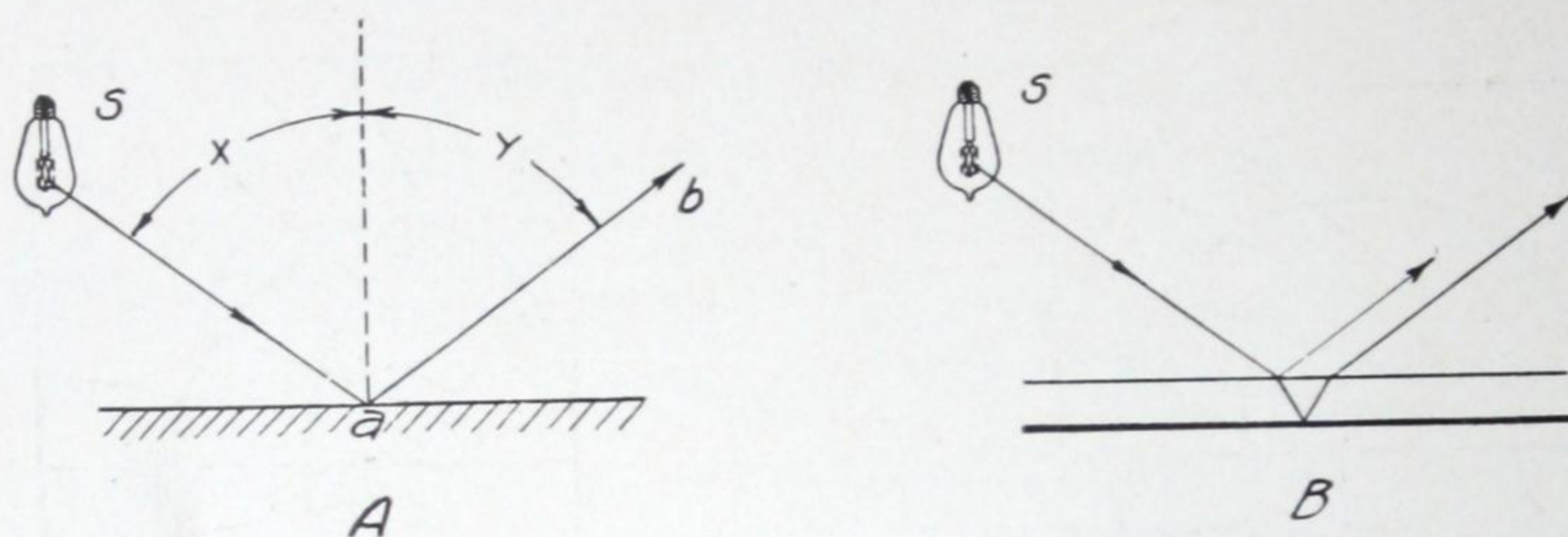
L. ERIKSON ELECTRIC COMPANY

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ENGINEERING PRINCIPLES

Polished Surfaced Reflectors

IT can be readily seen from figure 2 that the light from the lamp may be redirected to any specific angle by means of a polished surface bearing the correct relation to the source of light.



A—Reflection from polished surface

B—Reflection from Mirrored Surface

FIGURE NO. 2

REGULAR reflection as secured from a polished metal surface, is illustrated in figure 1, following the law of reflection, the ray of light having the direction SA, and striking the polished metal surface is reflected in the angle AB. The angle of reflection Y is equal to the angle of incidence X.

The percentage of light which will be reflected, however, will depend upon the reflection factor of the surface. The approximate reflecting factor is 88% for a polished silver surface, and 62% for polished aluminum. It is clearly seen that from the standpoint of a reflector, the polished silver would have a much higher efficiency. The above principle is closely approximated in the case of the commercial type mirror with a silver back. While the initial efficiency of the reflector is slightly decreased, due to the loss of the light from absorption in the clear glass, the average efficiency is greater over a period of time, due to the fact that the unprotected silver surface is subject to considerable deterioration under certain conditions.

Polished metal and mirror surfaces are used in reflectors where accurate control of distribution is essential. As explained below, there are a great many instances where other types of reflecting surfaces, although giving a lesser degree of control, and having a slightly lower efficiency, are more desirable.

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ENGINEERING PRINCIPLES

Semi-Matted Reflectors

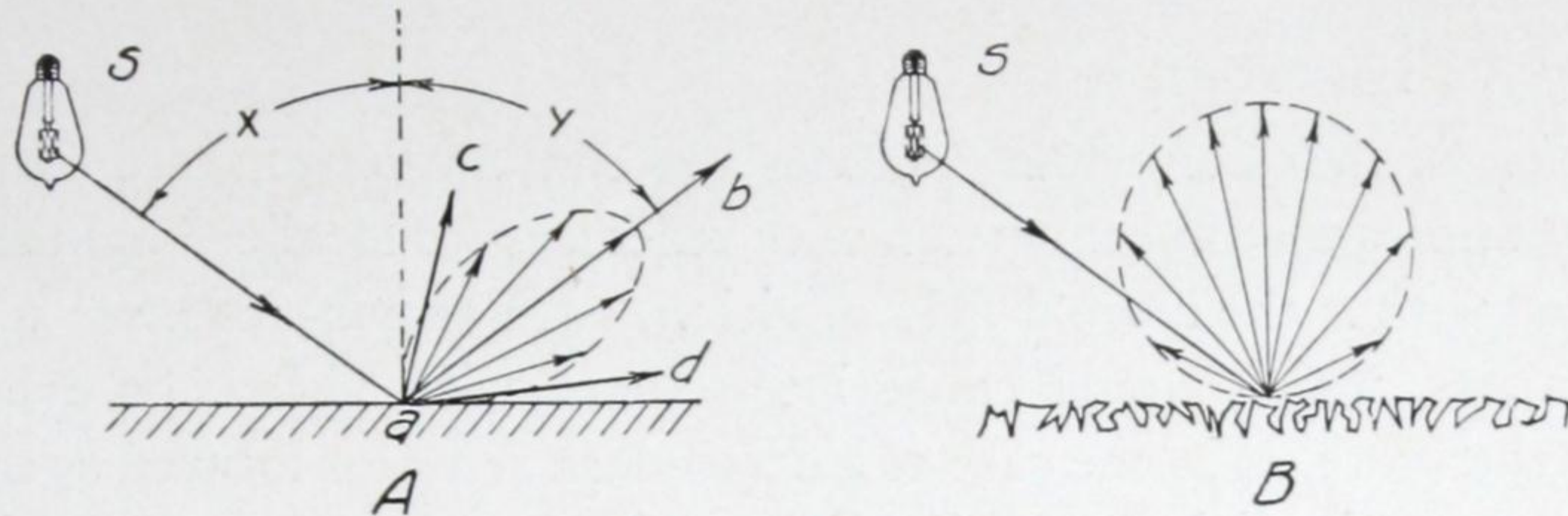
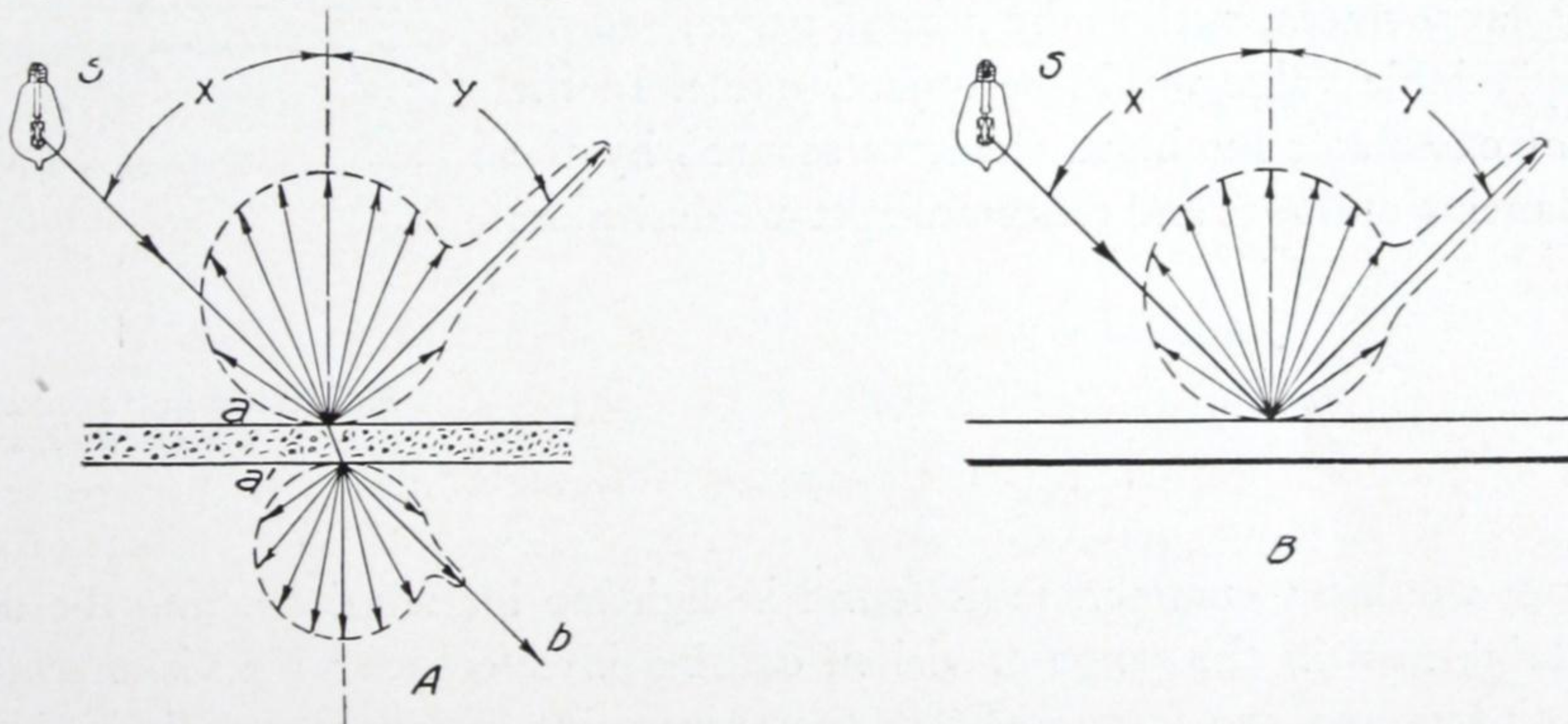


FIGURE NO. 3

As illustrated in Figure No. 3, the reflection characteristics of a semi-matted surface such as porcelain and enamel are similar to those of polished metal or mirror, except that the light is controlled with less accuracy.

WHERE it is essential that the light be redirected within comparatively small angles, a reflector with such a surface would not be satisfactory. The greater permanency of a surface of this type, which is not subject to deteriorate under adverse atmospheric conditions, makes its use preferable in a large number of cases. As in the case of the polished reflectors, the amount of light reflected depends upon the reflecting factor, which varies over a very wide range in this type of reflector.



A—Reflection and transmission of opal glass B—Reflection from Porcelain Enamel Steel

FIGURE NO. 4

Although a large number of types are found in commercial use, dense white opal glass, or a surface approximating it, such as vitros enamel, is an essential for any degree of efficiency. The reflection characteristics of opal glass and porcelain enamel steel are indicated in Figure No. 4.

Reflectors of this type find their greatest application in outdoor locations where moisture would be encountered, and in inaccessible places, such as high coves where the high initial efficiency and accurate control of the light of the silver reflectors would be offset by their greater depreciation.

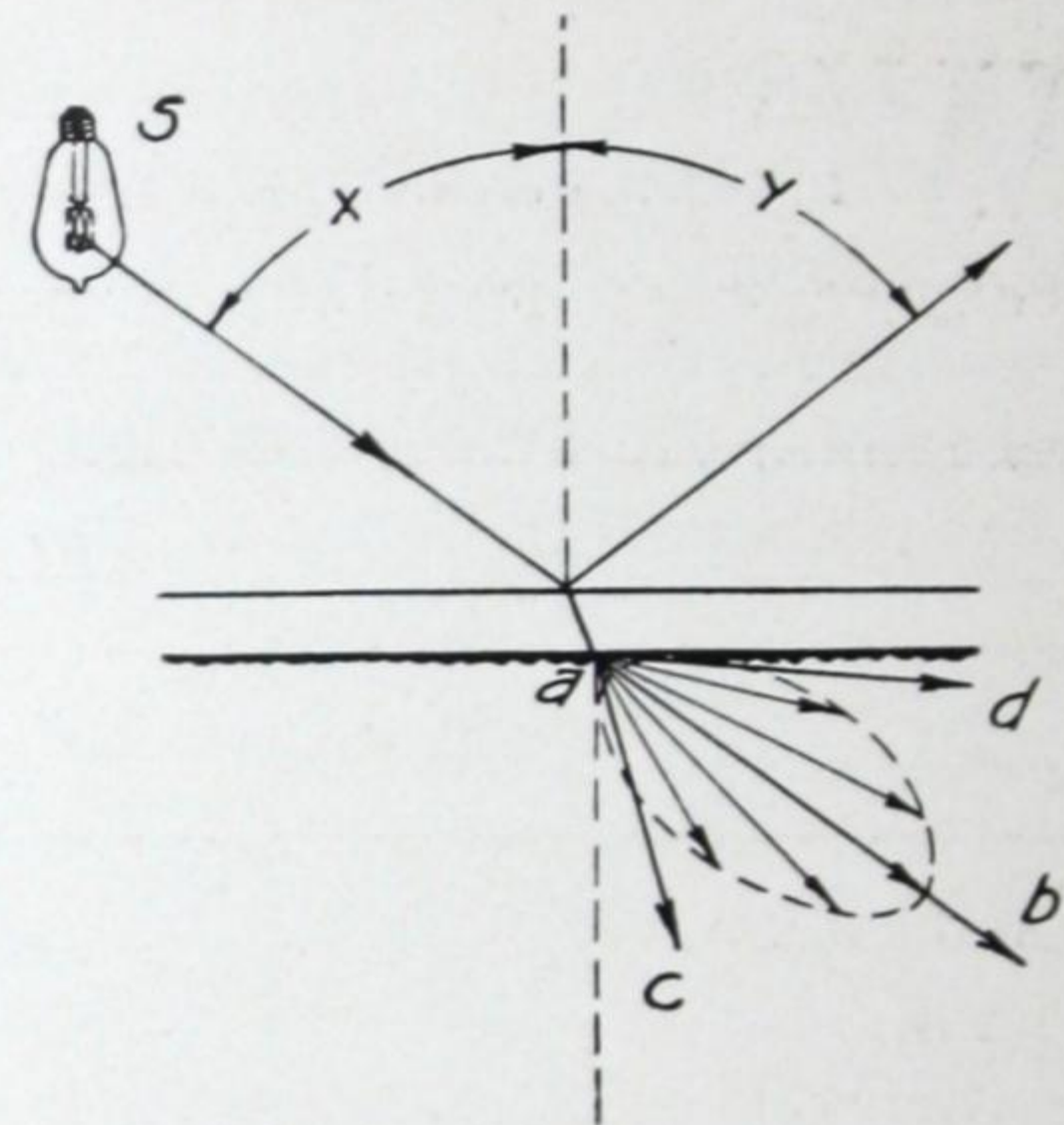
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ENGINEERING PRINCIPLES

Diffusion

THE question of diffusion, which includes the elimination of glare and shadow, is of the utmost importance in connection with reflectors for localized lighting. In reflectors which are located within the normal field of vision, such as bank counter screen reflectors, excessive brightness, which would cause interference with vision, or eye fatigue, must be avoided. Furthermore, as in the case of a check desk reflector located over a desk having a polished glass top, the light must be diffused in order to prevent annoying specular reflection, for in this instance a glass top becomes a secondary reflector.

Desirability of shadows of varying intensities will vary with the type of work under consideration. For operations requiring the observation of objects in their three dimensions, shadows are an aid to vision, while in the case of flat surfaces, such as the printed page, shadows of any appreciable value would be objectionable. In the majority of cases soft luminous shadows secured by the proper balancing of direct and reflected light are desirable.



Reflection and transmission
of etched glass

Glare

Glare, the most common fault found in lighting installations, may be defined as excessive brightness in the range of vision, causing interference with vision, with consequent discomfort and eye fatigue. From the standpoint of reflector design, glare is prevented by keeping the intrinsic brilliancy of the light source at the proper level, and by shielding the direct light within the field of vision.

Color Lighting

The introduction of modified or "color lighting," as generally termed in every day practice, has opened up an unlimited field of application in certain phases of illumination. Media for securing light modification most common in commercial practice are found in colored glass and gelatin screens, which filter the light to the desired shade or color.

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ENGINEERING PRINCIPLES

Foot Candle Illumination

ONE of the most common errors found in the application of reflectors is the assumption that the light illumination as measured in foot candles by the white target of a photometer is the actual value which will be obtained under working conditions. As it is the light which is reflected by the object to be examined which determines the visibility, the reflection factor must be taken into account. Taking the reflection value of white paper at 80%, and that of olive green at 20%, approximately four times as much incident light would be required to secure equivalent illumination on the latter.

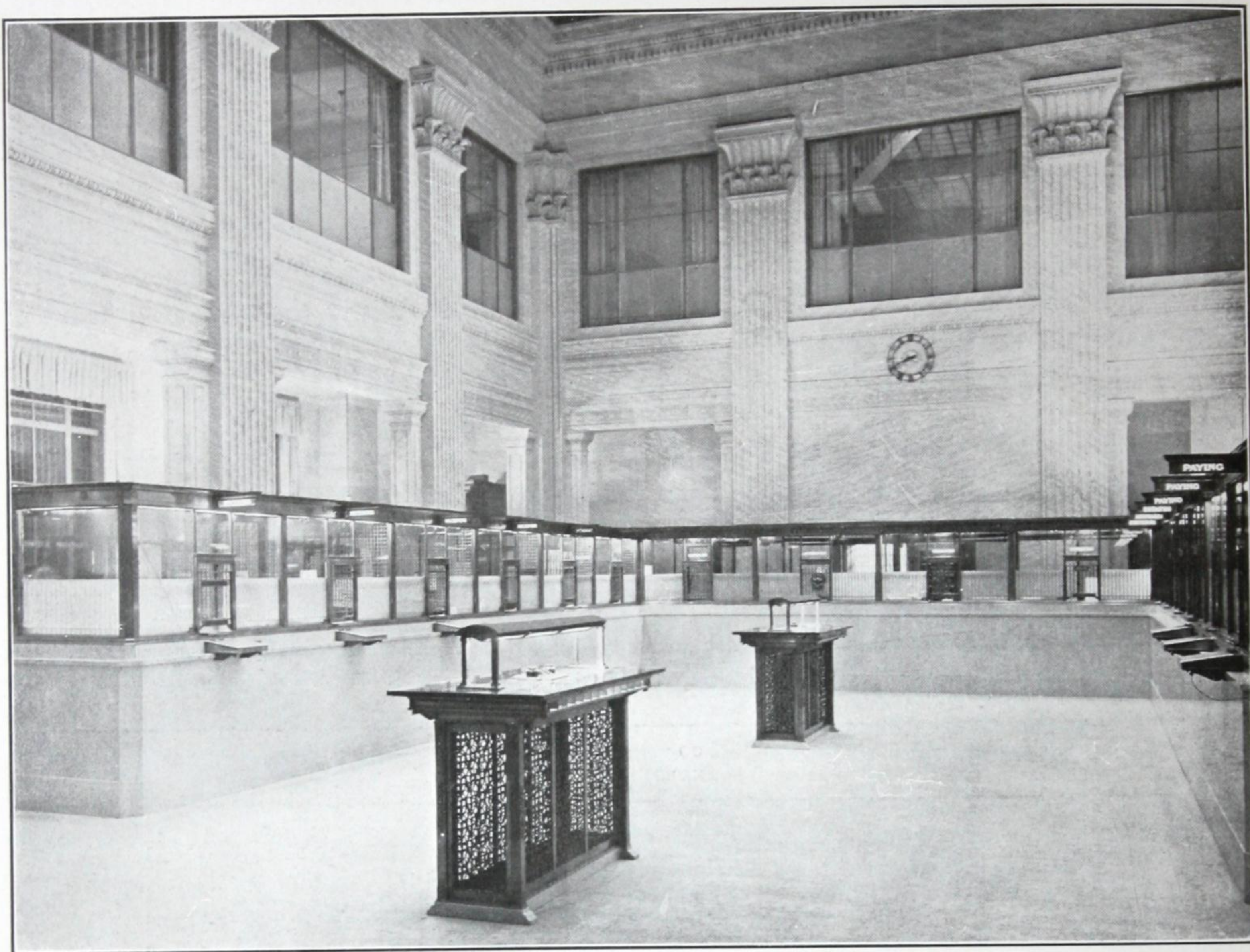
Intensity

The following table of intensity values for the various classes of work has been accepted in modern illumination practice as a standard for average conditions.

RECOMMENDED INTENSITIES

WORK	FOOT CANDLES	WORK	FOOT CANDLES
Auditoriums.....	4	Hotel Lobby.....	4
Bank		Libraries	
General.....	4	With Local Lighting.....	5
Desk.....	10	Lodge Rooms.....	5
Safe Deposit Boxes.....	10	Moving Picture Theaters	
Barber Shop.....	8	Intermission.....	3
Cafe		During Pictures.....	.02
General.....	6	Museum.....	5
With Local Table Lights.....	3	Stores	
Church.....	3	Rug Rack.....	20
Desk.....	10	Show Cases.....	10-20
Gymnasium.....	6	Show Windows.....	25-100
Hospital.....			
Major Operating.....	50		
Delivery Rooms.....	30		

BANKING ROOM ILLUMINATION



The Dime Savings Bank of Williamsburg, Brooklyn, N. Y.

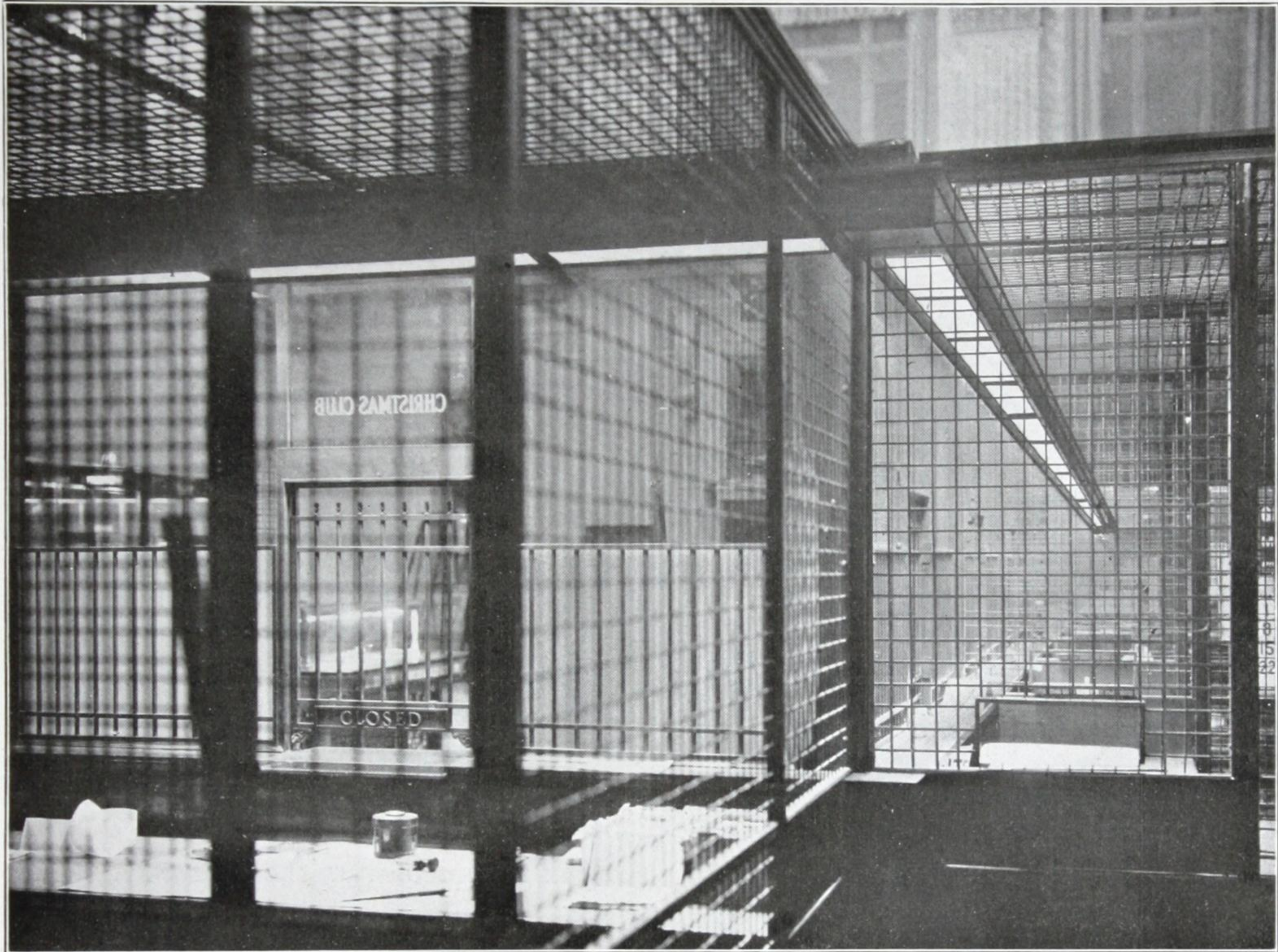
THE above installation shows the pleasing effect acquired through the use of invisible sources of light. The apparent dimensions of the room are increased and the architectural details, so often made obscure through improper lighting, are brought out.

General Indirect Illumination

WHERE the architectural treatment of the banking room lends itself to indirect lighting, remarkable results may be obtained by the continuous trough type reflector installed on the back of the counter screen cornice. Auxiliary upward reflectors are often located in the head of the vault grill partition, and over the entrance vestibule to take care of special conditions. The advertising value alone of the interest shown by the public in institutions where this system has been employed, has justified its adoption. Localized lighting reflectors effectively take care of working areas.

L. ERIKSON ELECTRIC COMPANY

BANKING ROOM ILLUMINATION



The Dime Savings Bank of Williamsburg, Brooklyn, N. Y.
View of reflectors from rear of cage

THE upward reflector is designed to evenly illuminate the ceiling and walls without highlights or shadows. A successful application of this system can only be secured by the careful study of experienced engineers.

NECESSITY for accuracy in the work in cages due to pressure under which the handling of the accounts is carried on in business hours and the service to be rendered, calls for speed and efficiency.

The cage construction in the majority of banking rooms is such that the working areas cannot be properly illuminated by general ceiling fixtures, owing to the fact that the screen partitions and wire mesh hoods cut off a large percentage of the light. It is for this reason that the downward reflectors over the counters have become absolutely necessary for good illumination. The diffusing glass in the bottom of these reflectors diffuses the light evenly over the counter, and prevents glare in the teller's eyes.

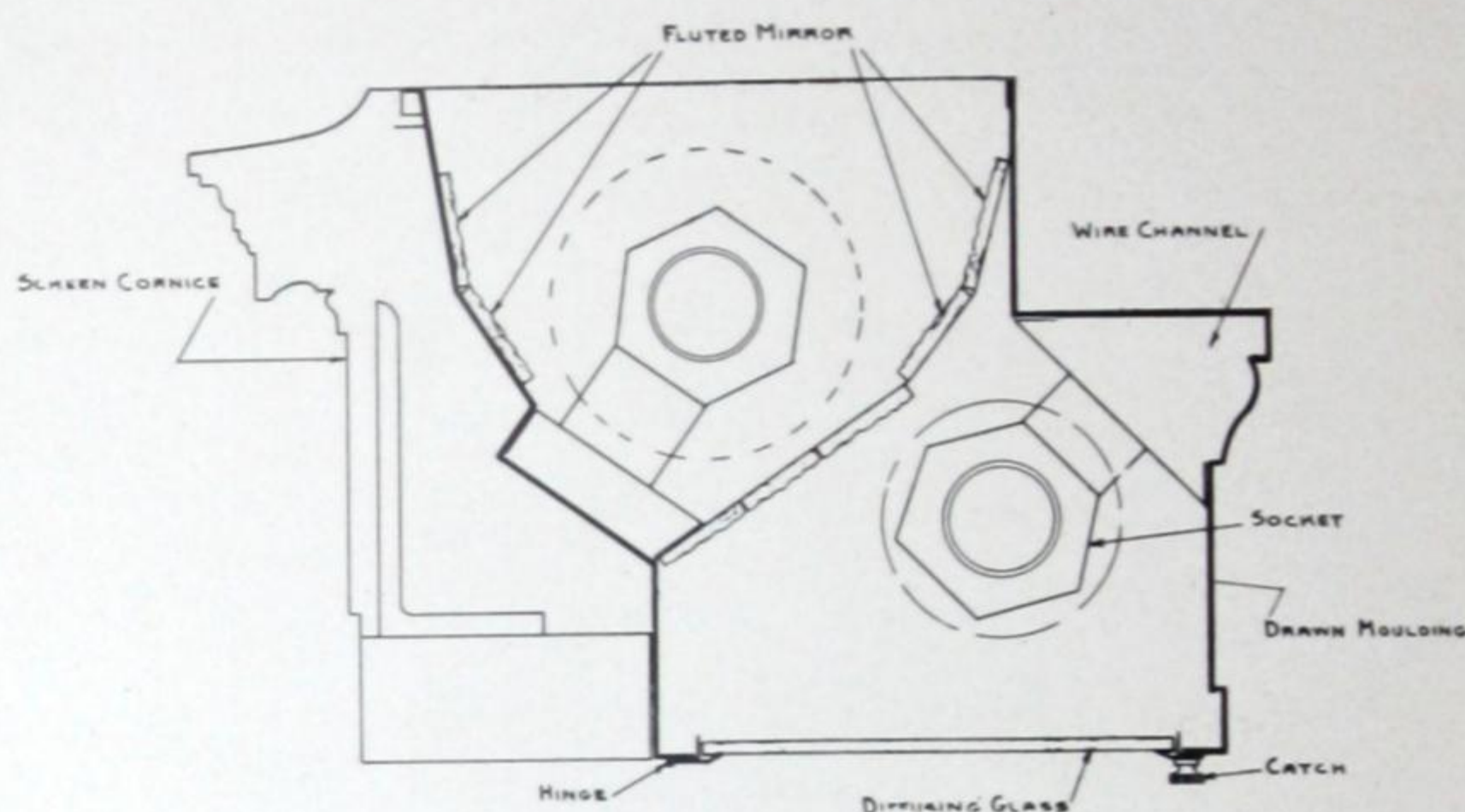
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BANKING ROOM ILLUMINATION

Specifications for Reflectors

IN addition to being designed to fulfill the lighting conditions peculiar to the installation, the reflector housing must be adapted to the structural features of the screen cornice.

When conditions permit the No. 1250 type of construction should be used, as the cost of the cornice backing is eliminated and more reflector space is made available without increasing the total cross section.

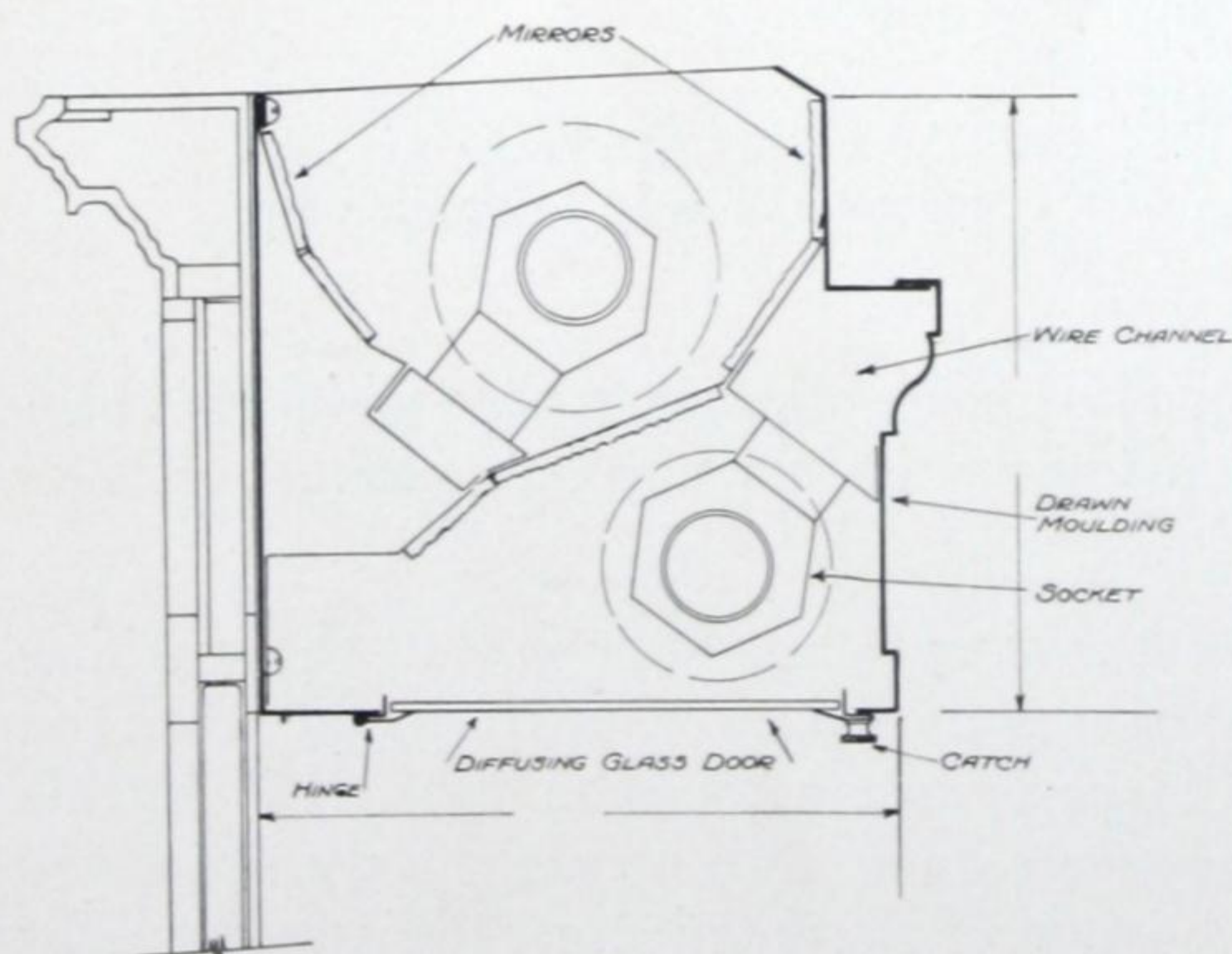


Reflector No. 1250 (Cut $\frac{1}{4}$ full size)

The reflector consists of No. 16 gauge cold drawn moulding on face, with No. 20 gauge steel casing on back. Hinged diffusing doors are provided in bottom. Imported Belgian fluted mirror is used in upward and downward sections. Special ERIKSON sockets properly spaced, and wired complete ready for installation, are also used. Crystal glass dust covers are furnished only when so specified.

Pull chain switches with special horn bushings will be furnished for each wicket section in downward reflectors, at a slight additional cost.

No. 1260 Reflector, similar to No. 1250 except provided with flat back for mounting on straight back cornices.



Reflector Type No. 1260 (Cut $\frac{1}{4}$ full size)

BOTH types furnished with either bronze or steel mouldings, finished in any standard color. Special finishes furnished at additional cost.

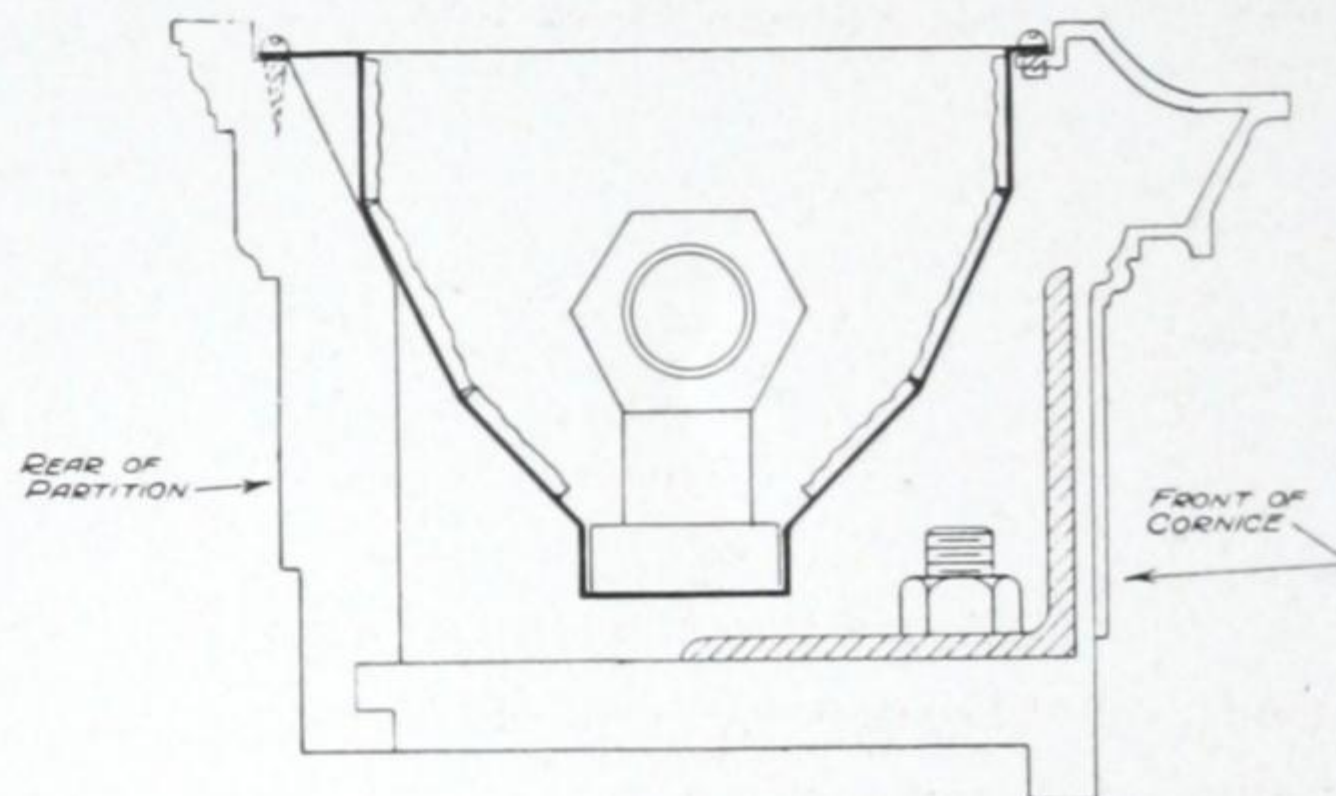
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BANKING ROOM ILLUMINATION

Specifications

IN cases where the relation of the counter screen does not provide for uniform illumination of the entire area, auxiliary reflectors are placed in cages, partition heads, and other available locations. The selection of equipment of this nature should be left to the discretion of a competent designing engineer. Due to the necessity of making structural provisions for equipment of this type, close coöperation between the architect and manufacturer is highly essential.

THIS reflector consists of No. 20 gauge steel casing, lined with imported Belgian fluted mirror glass, with ERIKSON sockets, wired complete ready for installation. Regularly furnished with or without clear glass dust covers.



Type No. 1201 reflector (Cut $\frac{1}{4}$ full size)

Inquiries

All inquiries pertaining to recommendations, requests for prices, and orders for indirect lighting reflectors for banking rooms should be accompanied by counter screen layout, cross sections of the room, full size detail of cornice, and electric layout.

Our Engineering Department offers the benefit of its experience to architects contemplating work of this nature.



BANK SCREEN COUNTER LIGHTING

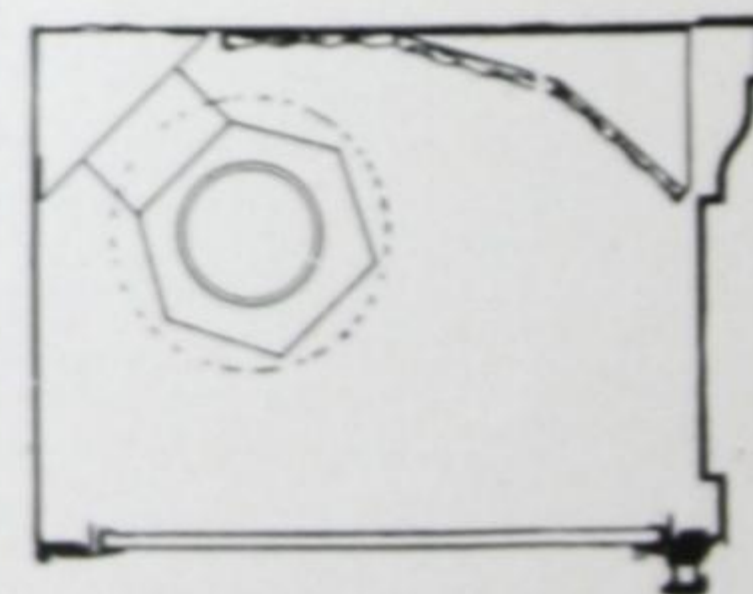


Lowell Five Cent Savings Bank, Lowell, Mass.

High intensity working light is provided by localized reflectors on counters and desks while soft general illumination is secured from decorative ceiling fixtures for the public space.

THE lighting requirements of the modern banking room differ materially from those found in any other institution. Only in rare cases can adequate illumination on working areas be secured through general illumination of overhead lighting fixtures.

Correct illumination on the screen counters in the progressive banking institution is highly imperative, both from the standpoint of the exacting nature of the work performed, and the increased efficiency in the service rendered to the depositors.



Section of Reflector No. 1237
See page 15 for description

L. ERIKSON ELECTRIC COMPANY



BANK SCREEN COUNTER ILLUMINATION



The First National Bank of Boston, Boston, Mass.

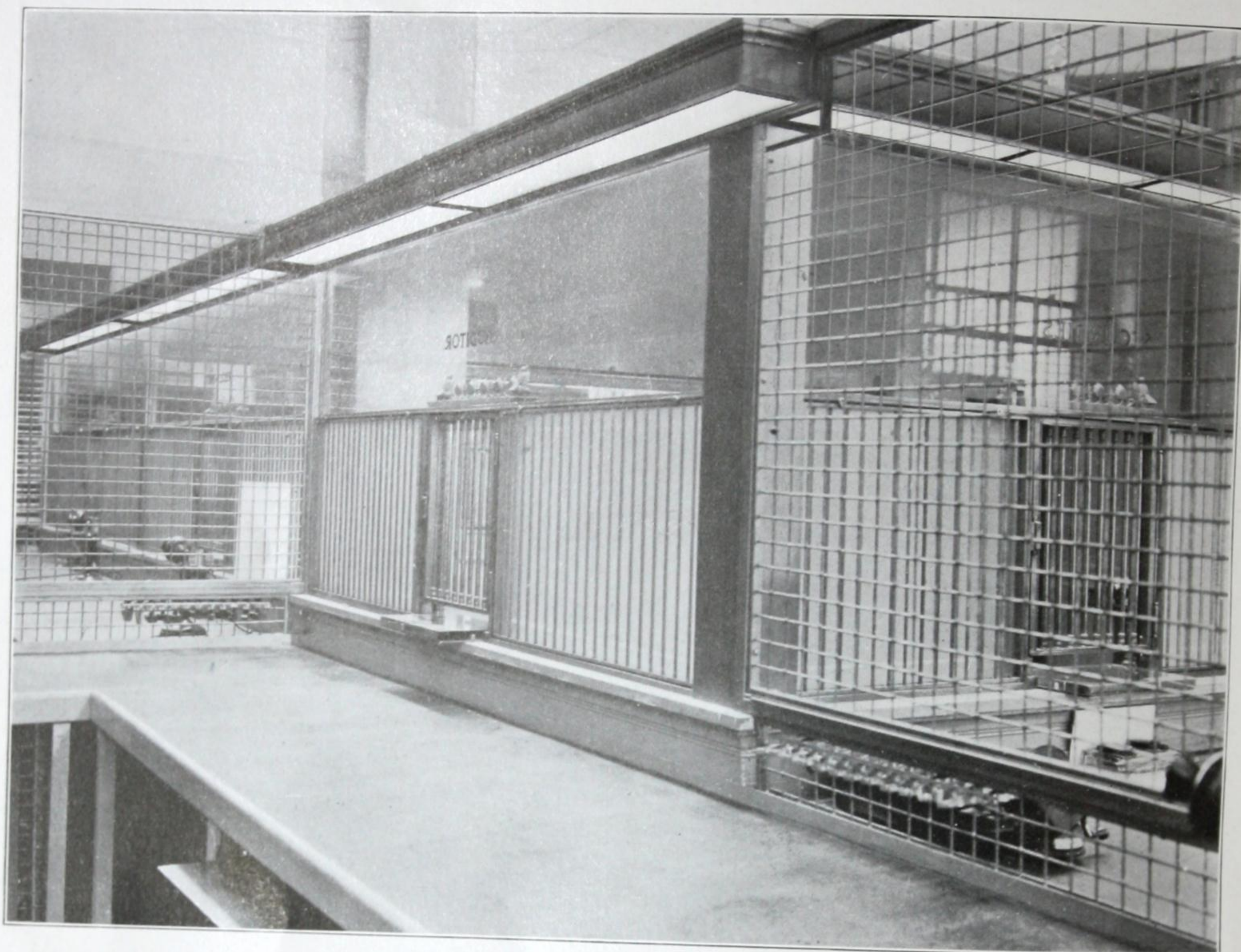
CONTINUOUS reflectors with diffusing glass doors provide well diffused light along the entire counter. The angle of the light is such that no shadows are cast on the work by a person standing at the counter.

IN general the architectural treatment does not lend itself to the use of more than a limited number of ceiling luminaries which are necessarily of a decorative nature. Furthermore, in view of the fact that an intensity of from eight to ten foot candles should be provided on the counters and desks, while three foot candles would be sufficient for the general banking room lighting, it can readily be seen that to secure this range in intensities with ceiling fixtures would be impractical, as well as uneconomical. By the introduction of semi-concealed lighting sources in the form of approved reflectors for local lighting over counters and desks, in conjunction with the decorative ceiling chandeliers, working intensities can be obtained without detracting from the general appearance.

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BANK SCREEN COUNTER LIGHTING

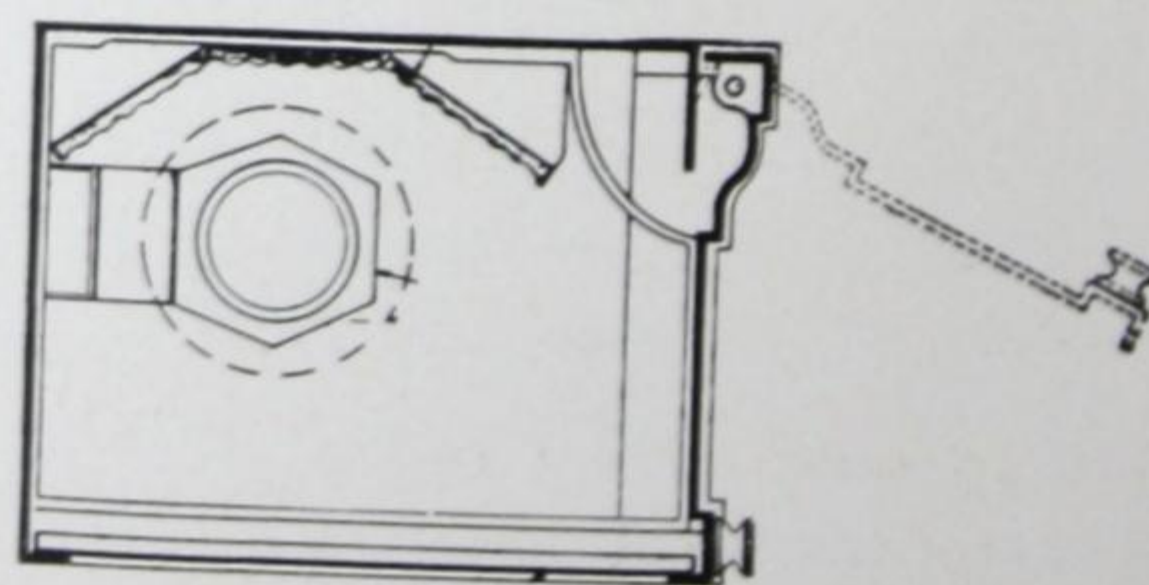


Bank of the Manhattan Company, New York, N. Y.

THE above illustration shows an installation of ERIKSON No. 1220 Counter Screen Reflectors in a modern banking room where no effort was spared to combine quality and results in every detail of the work.

No. 1220 Counter Screen Reflector

OUR No. 1220 Reflector is made of heavy gauge cold drawn bronze moulding. The face of the reflector is supported, pivotally, at intervals by cast bronze pilasters. The reflecting medium is fluted mirror glass. The diffusing glass at the bottom is removed for cleaning by opening the moulding face and sliding the glass out. This operation cannot be accomplished so easily in the hinged door type where the glass is held in by clips.

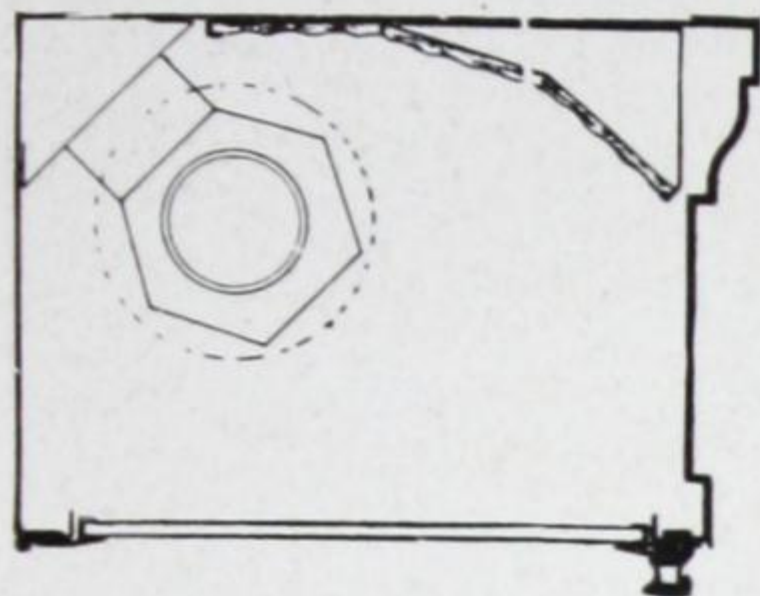


Section of No. 1220 reflector

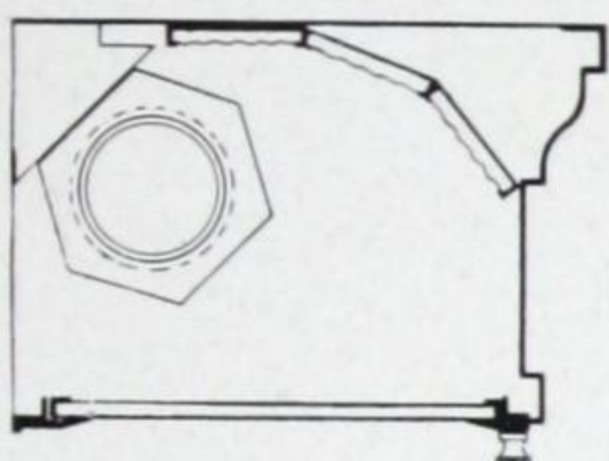
L. ERIKSON ELECTRIC COMPANY



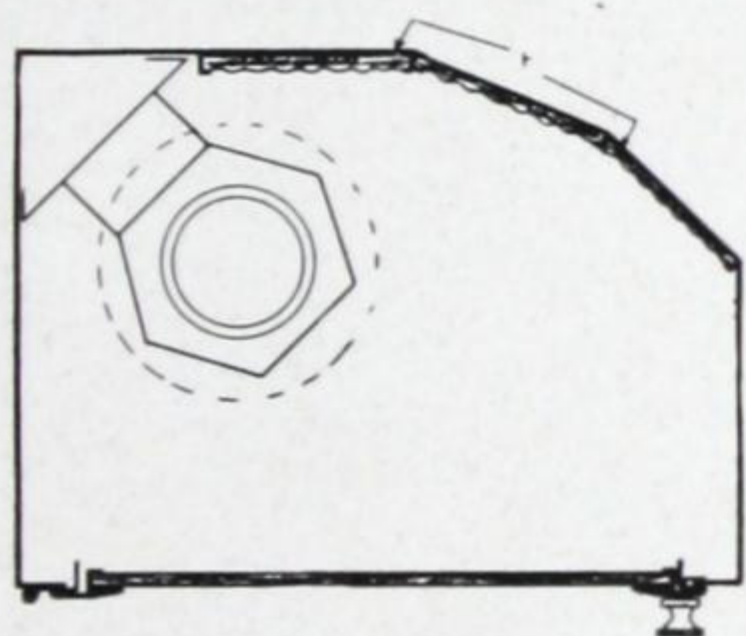
BANK COUNTER SCREEN REFLECTORS



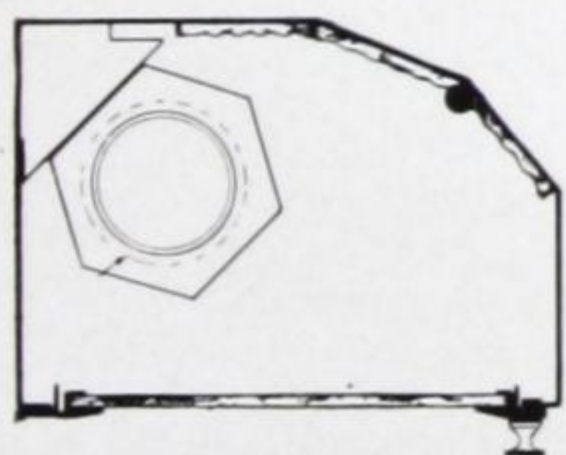
No. 1237



No. 1238



No. 1247



No. 1248

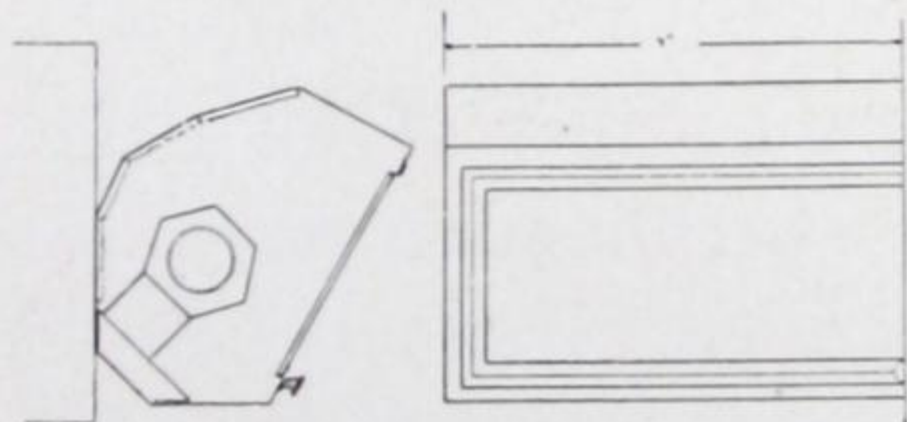
Specifications

THE No. 1237 and No. 1238 type reflectors are both constructed of heavy gauge cold drawn bronze or steel moulding. Reflecting members are of fluted mirror glass, and hinged diffusing doors are provided to facilitate the renewal of lamps, and cleaning of inside of reflectors. Outward appearance of both types is very similar, excepting that the No. 1238 type is smaller, and for that reason is used where sufficient space is not allowed to permit the use of the No. 1237. The No. 1237 type is designed for the use of standard Edison base pear shape lamps, and the No. 1238 for the use of Edison base tubular lamps.

The standard construction of our No. 1247 and No. 1248 is in steel with a sprayed bronze finish, although both can be furnished in bronze or brass, with a plated finish, when so desired. The No. 1247 type is designed for the use of standard Edison base pear shaped lamps, and the No. 1248 for the use of Edison base tubular lamps.

ERIKSON porcelain sockets are furnished wired on 12 to 14" centers in all of the above reflectors.

Vault Door Night Lighting Reflector



Reflector No. 1270
(Cuts $\frac{1}{4}$ full size)

The No. 1270 vault unit is constructed either in bronze or steel and equipped with two single porcelain sockets; one for connection to house circuit, and the other for storage battery, for emergency use. Over-all length is 14". The reflecting medium is mirror, and renewal of lamps and cleaning is made easy by a hinged diffusing door.

L. ERIKSON ELECTRIC COMPANY



ILLUMINATED BANK SIGNS



Wicket Signs—First National Bank of Boston, Boston, Mass.

ILLUMINATED wicket signs play an important part in conserving time in the above institution with its seventy-two individual wickets.

ILLUMINATED wicket signs are of vital importance from the standpoint of SERVICE to be rendered to the depositors. The extent of this service will depend upon the amount of time and inconvenience it saves.

To render the maximum of efficiency, the sign must make the utility of the wicket readily apparent and indicate whether or not the same is in use. Illumination serves the double purpose of increasing the legibility, and indicating that the wicket is in service.

Erikson Wicket Signs, while affording maximum legibility through evenness of illumination, are of correct design in the aesthetic sense.

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ILLUMINATED BANK SIGNS

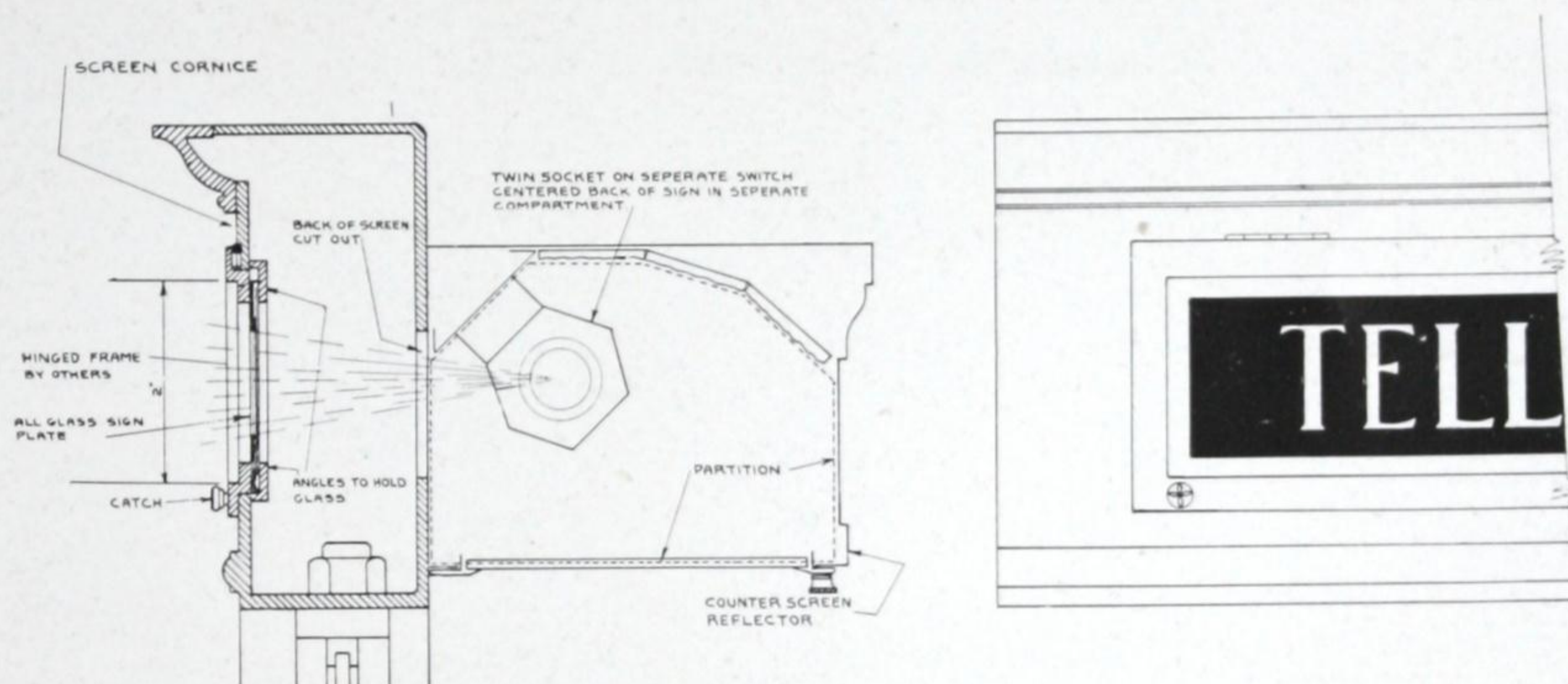
ERIKSON WICKET SIGNS are regularly furnished in either the "all glass" or the "metal and glass" type as desired.

The "all glass" type consists of white letters on black glass background, and is recommended for its high legibility.

The "metal and glass" type consists of a stenciled bronze plate (finished to match grill) with opal backing to form white letters. This sign, due to the lower contrast between the white and bronze as compared to the white and black is less suitable from the standpoint of legibility.

Evenness of illumination is a feature of all ERIKSON SIGNS.

Any size or character of script may be secured in either of the above types.



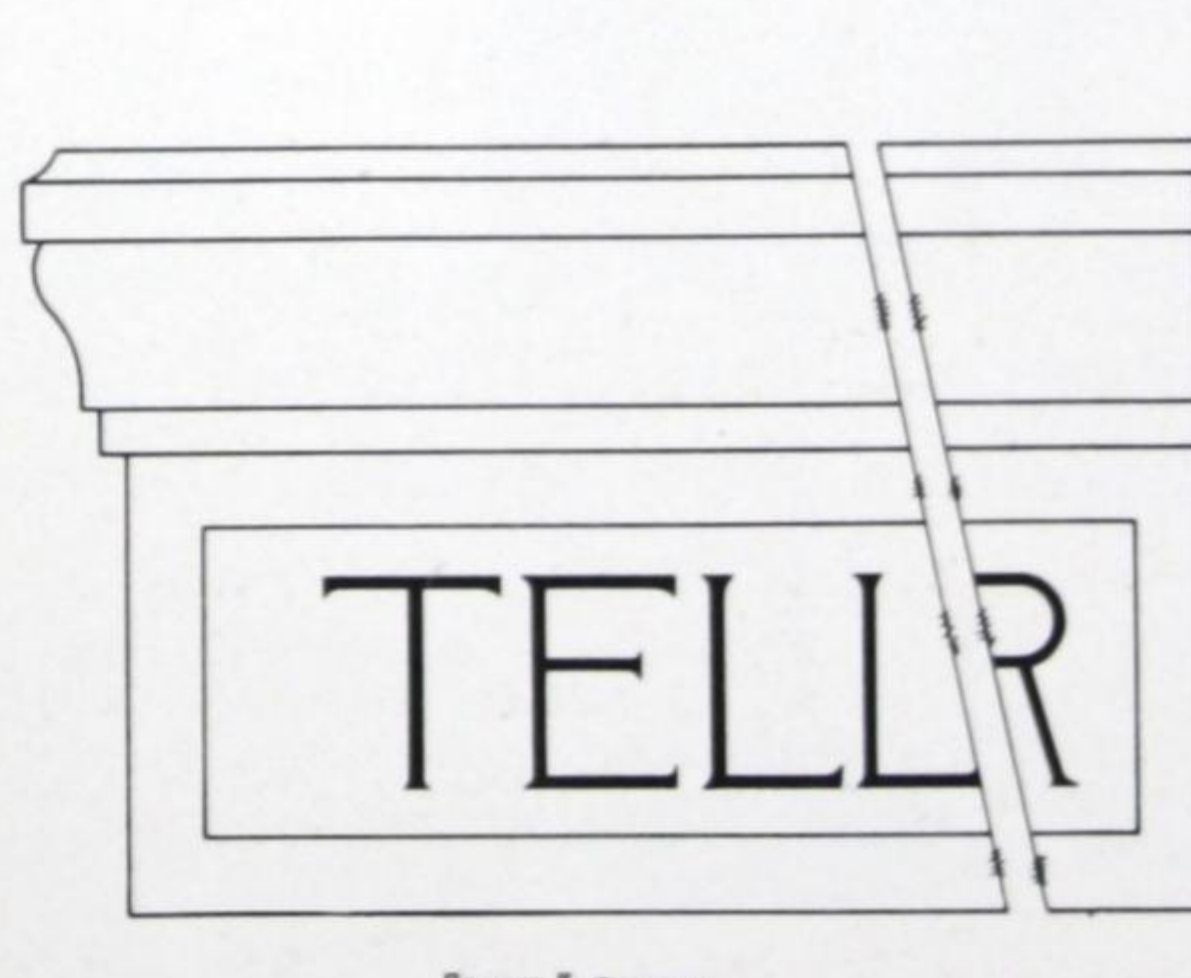
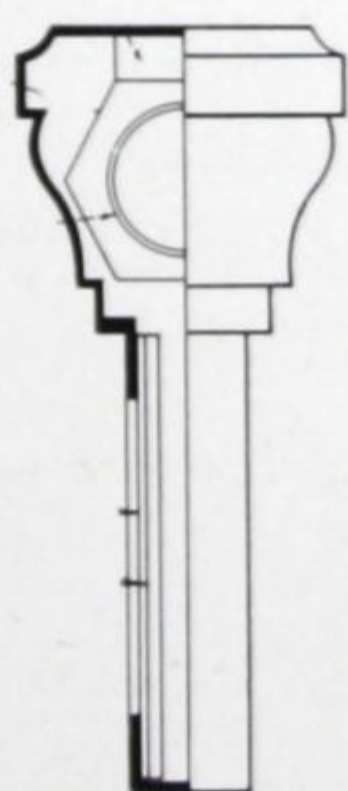
Detail of Typical Changeable Sign
(Cut $\frac{1}{4}$ full size)

Where possible the lamp from the downward reflector is utilized to illuminate the sign, thereby reducing the initial and operating costs. Where this arrangement is not possible for structural reasons, a small enclosed reflector is placed directly back of the sign.

Where individual signs are required a unit similar to the No. 2015 provides a well proportioned and effective unit. Signs of this type are furnished in either bronze or steel, and equipped with standard Edison base tubular lamps.

Any size or style of letter will be furnished as desired.

Special designs will be submitted on request.



FRONT ELEVATION

Reflector No. 2015

L. ERIKSON ELECTRIC COMPANY



ILLUMINATED BANK SIGNS



First National Bank of Boston, Boston, Mass.

Directory Signs

THE question of bringing the various departments of a banking institution before the public has always presented a difficult problem owing to the limited facilities of an advertising nature. Directory signs, in addition to rendering a distinct service in saving the depositors' time, advertise the various departments.

For this type of work the ERIKSON Company has successfully combined the correct principals and sign construction with aesthetic design. No attempt has been made to offer a sign in which character has been sacrificed for economy.

L. ERIKSON ELECTRIC COMPANY



ILLUMINATED BANK SIGNS

Directory Signs (Continued)

ANY of the designs shown below are standard, and may be furnished at considerable saving in cost over special designs. Changes in the size of the sign plate itself, the size and character of the script may be altered at comparatively little additional cost.

These signs are constructed with cast bronze pedestals, and drawn bronze moulding frames. Sign plates themselves are in black and white, which affords the maximum legibility, and harmonizes with any color combination or banking room finish.

Signs with stenciled bronze sign plates with white opal glass letters similar to those described on page 17 are furnished when so desired.



Sign 2002



Sign 2004

These signs are illuminated with standard Edison base tubular lamps, and are designed to give uniform illumination over the entire range of letters.

Special designs to meet the conditions of a particular case will be submitted upon request.



Sign 2003

See page 64 for further information

L. ERIKSON ELECTRIC COMPANY



CHECK DESK REFLECTORS

THE prominence of check desk reflectors in the banking room calls for a fixture which harmonizes in appearance and construction both with the ornate desk upon which it is mounted, and the general atmosphere of the banking room.



Reflector No. 650

ERIKSON CHECK DESK REFLECTORS are designed to embody the principles of correct illumination in fixtures of pleasing appearance and substantial construction.



Reflector No. 638



Reflector No. 670

The reflectors shown above illustrate three of the most popular types of check desk units.

Reflectors up to 24 inches in length furnished with one upright.

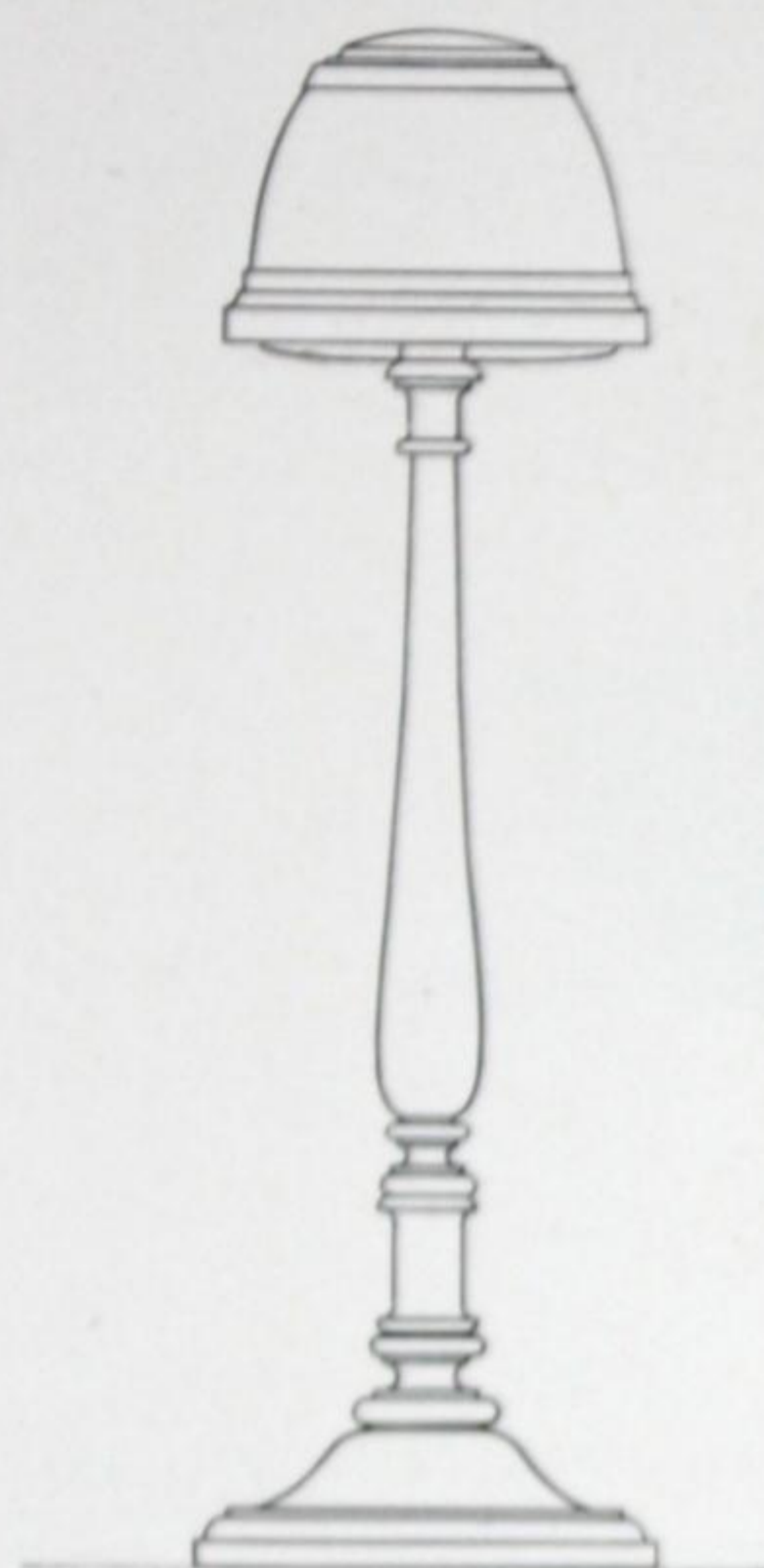
See page 21 for description

L. ERIKSON ELECTRIC COMPANY

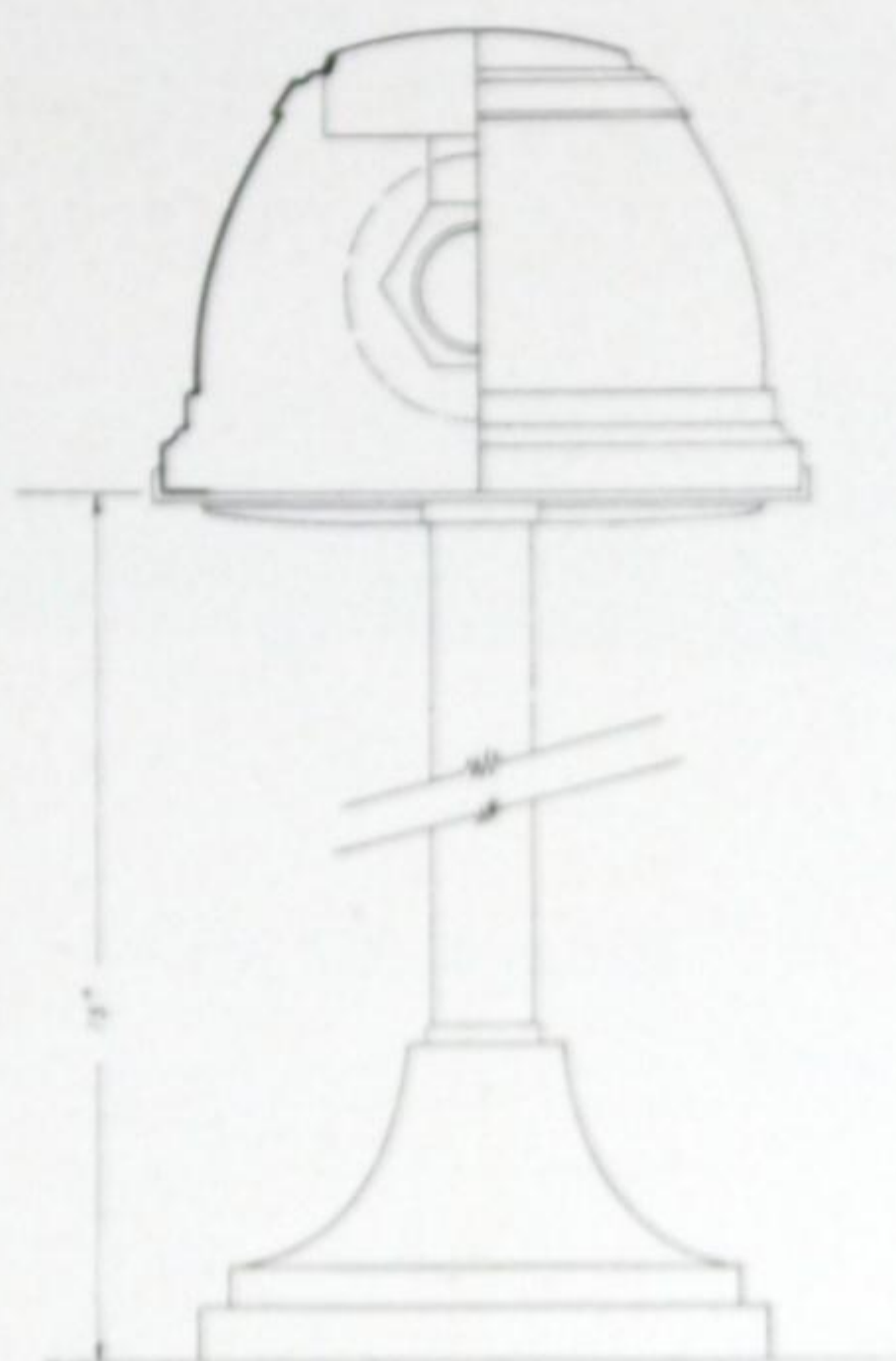


CHECK DESK REFLECTORS

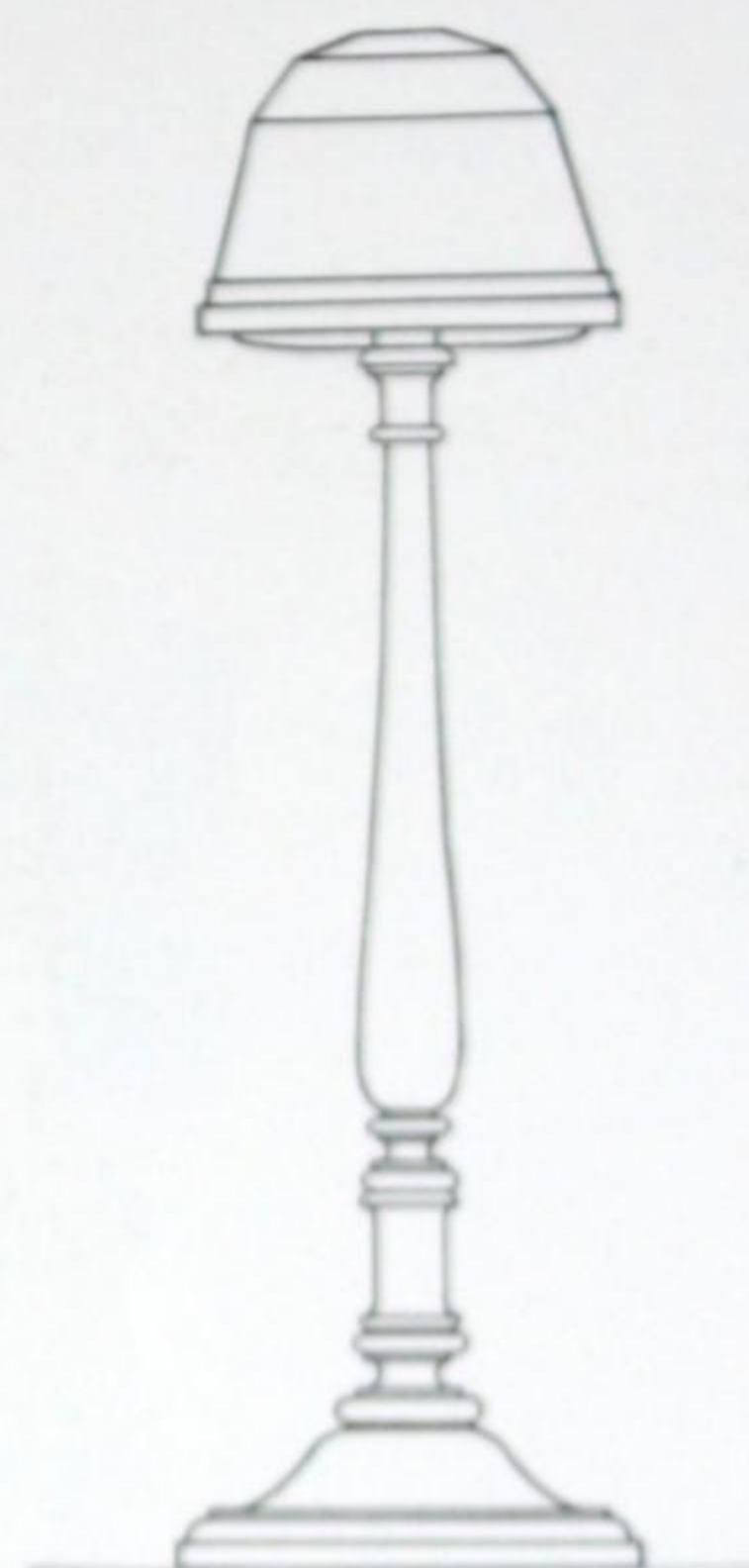
Free Standing Desks



No. 650
(Cut $\frac{1}{6}$ full size)



No. 670
(Cut $\frac{1}{4}$ full size)



No. 670
(Cut $\frac{1}{4}$ full size)

End Views of Check Desk Reflectors

THESE reflectors are mirror lined and are equipped with ERIKSON porcelain sockets spaced to afford correct distribution and wired ready for installation.

Schedule "U"

No.	BASE	STEM	TYPE	Hood
638	Square	Square (Tube)	Diffusing Door	Plain
639	Square	Square (Tube)	Open	Plain
650	Round	Round (Cast)	Diffusing Door	Bronze Moulding
651	Round	Round (Cast)	Open	Bronze Moulding
660	Square	Square (Tube)	Diffusing Door	Bronze Moulding
661	Square	Square (Tube)	Open	Bronze Moulding
670	Round	Round (Cast)	Diffusing Door	Plain
671	Round	Round (Cast)	Open	Plain

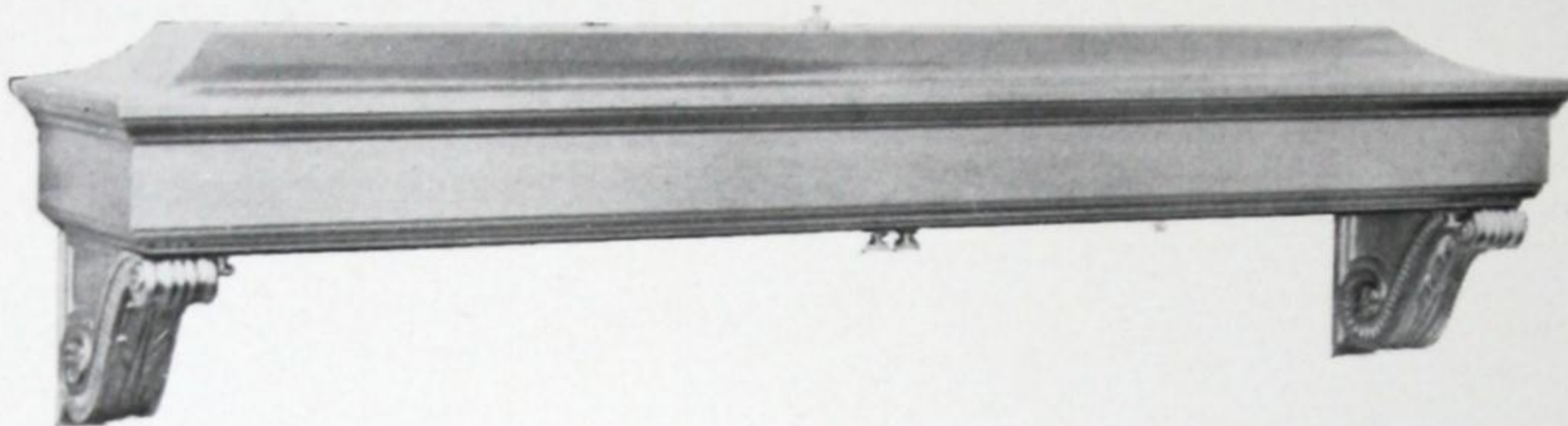
L. ERIKSON ELECTRIC COMPANY



CHECK DESK REFLECTOR

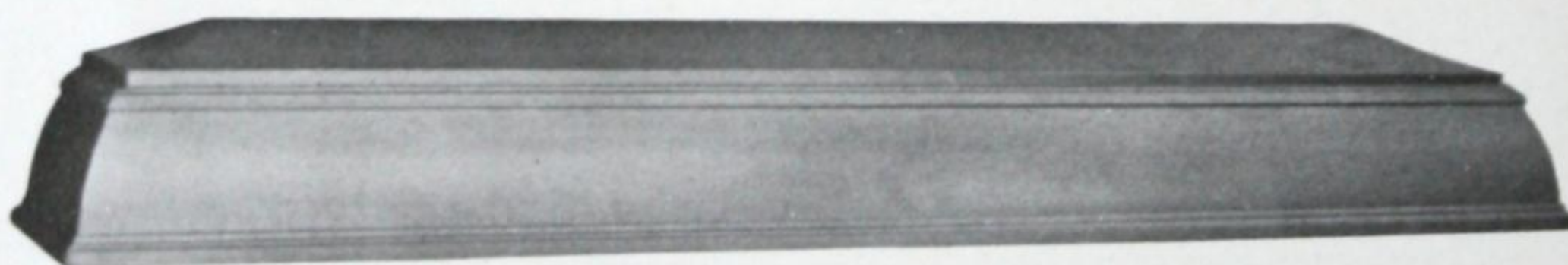
Wall Type Desks

THE check desk units illustrated below are typical of the pleasing appearance and high grade workmanship of ERIKSON Bronze reflectors for this work.



Reflector No. 609

The hand finished Cast Bronze brackets supporting the No. 609 reflector add materially to the appearance of this fixture. The No. 615 reflector as shown on page twenty-four may be substituted where a less ornamental unit is desired.



Reflector No. 627

The No. 627 reflector pictured above affords a well proportioned unit. This reflector harmonizes with the No. 650 as shown on page 21 and should be used where both wall and free standing desks occur in the same room.

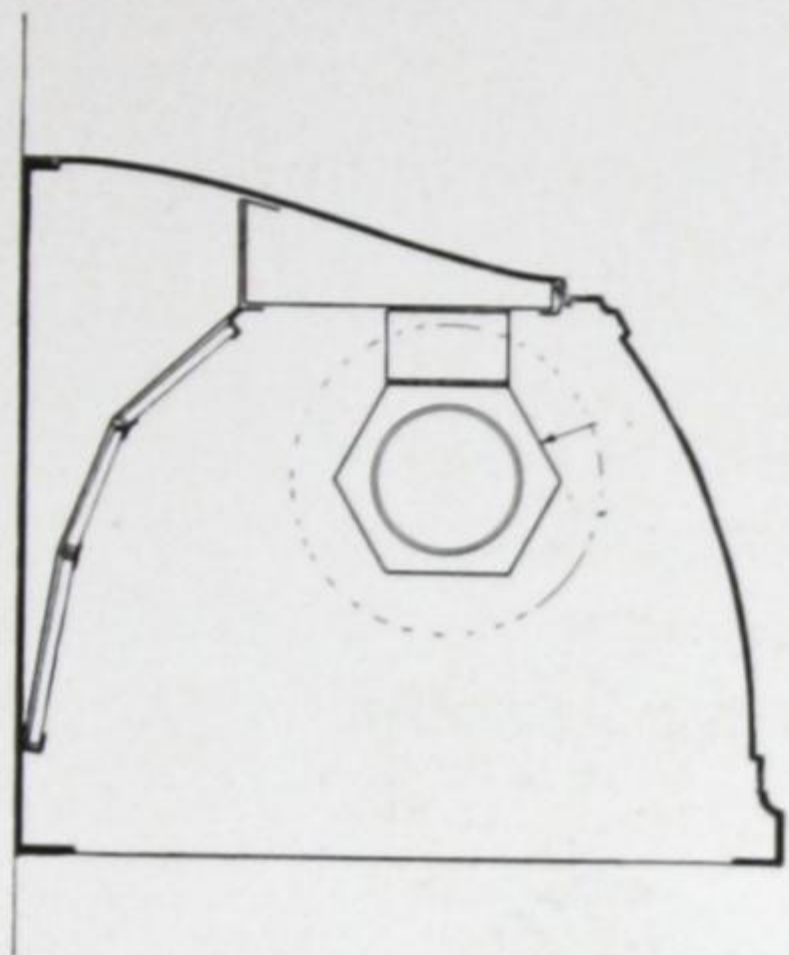
See page 24 for description

L. ERIKSON ELECTRIC COMPANY

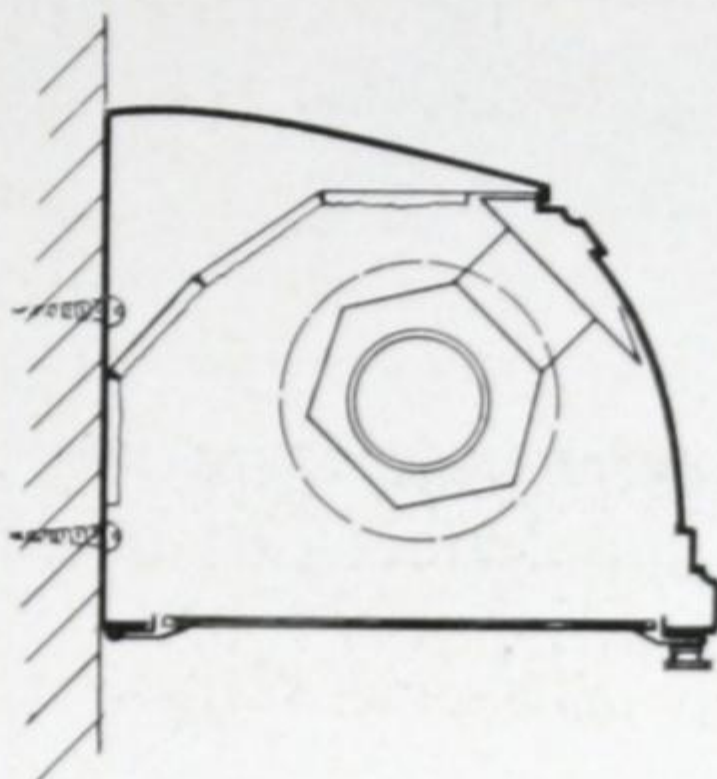


CHECK DESK REFLECTORS

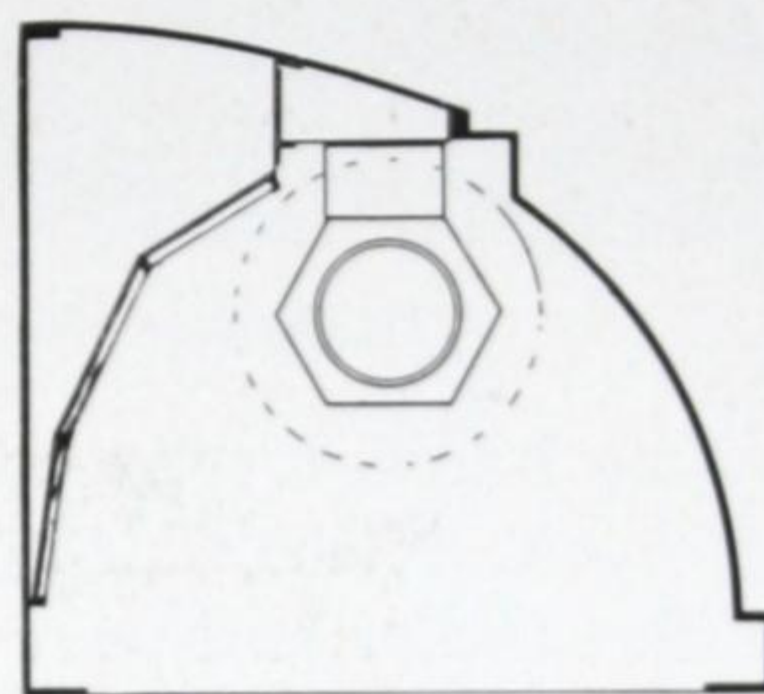
Wall Type Desks



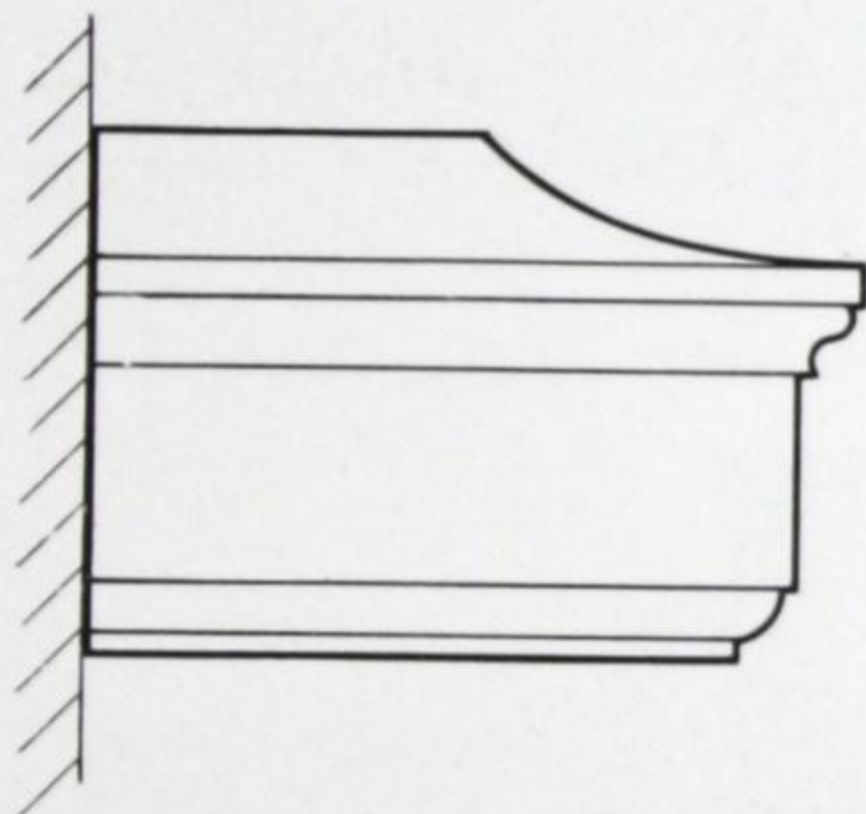
No. 627



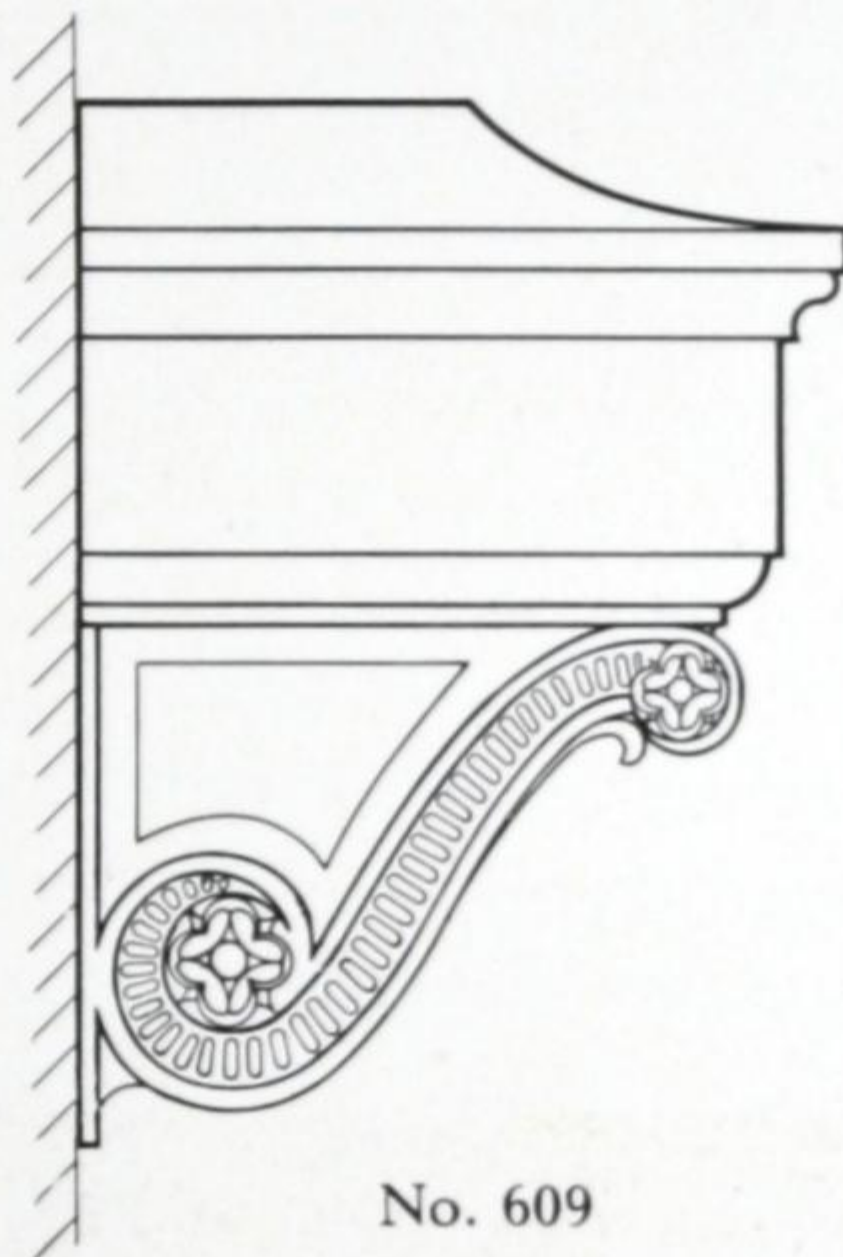
No. 626



No. 665

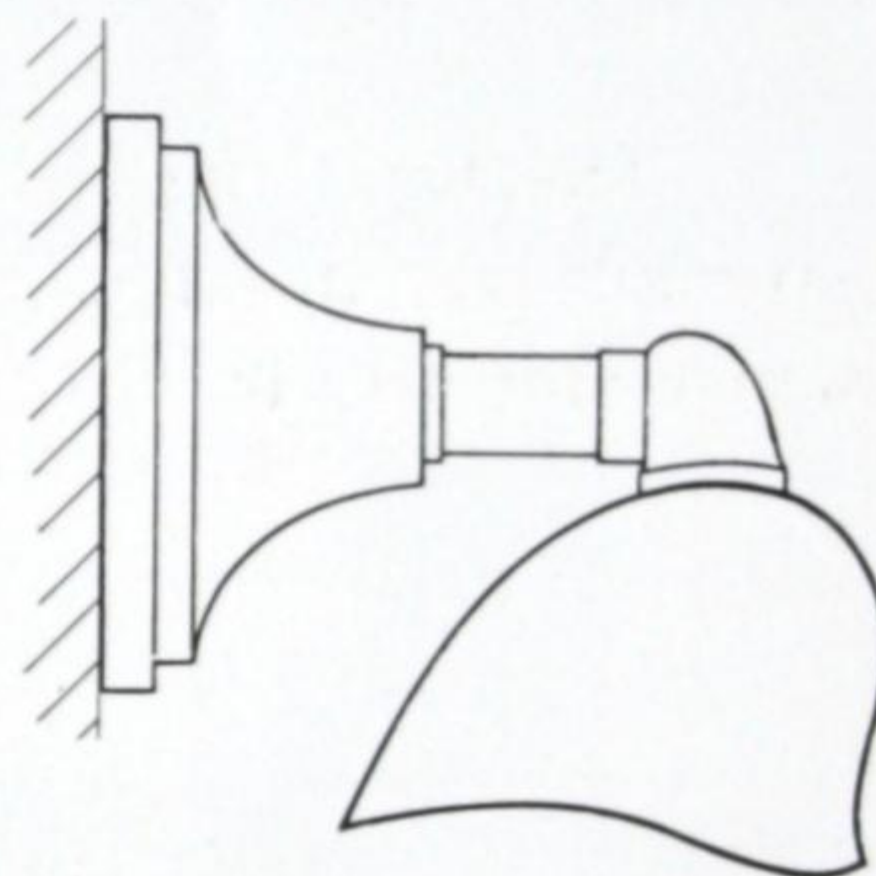


No. 615



No. 609

(Cuts $\frac{1}{4}$ full size)



No. 648

Schedule "D"

No.	METAL	SWITCH	REMARKS
609	Bronze	C-H	Diffusing Doors
615	Bronze	C-H	Diffusing Doors
616	Bronze	Pull	Open
626	Bronze	C-H	Diffusing Doors
629	Bronze	Pull	Open
627	Bronze	C-H	Diffusing Doors
630	Bronze	Pull	Open
648	Bronze	Pull	Open

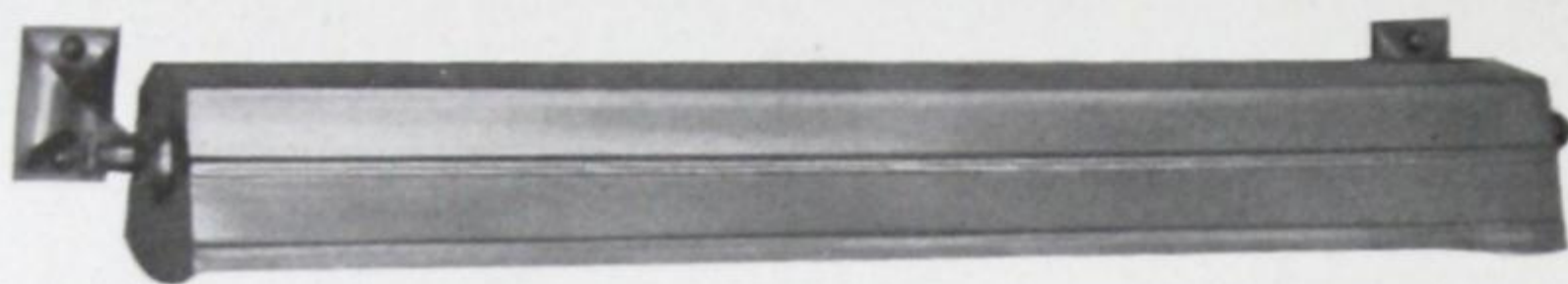
All reflectors mirror lined and equipped with Erikson porcelain sockets, wired ready for installation

L. ERIKSON ELECTRIC COMPANY



COUPON BOOTH REFLECTORS

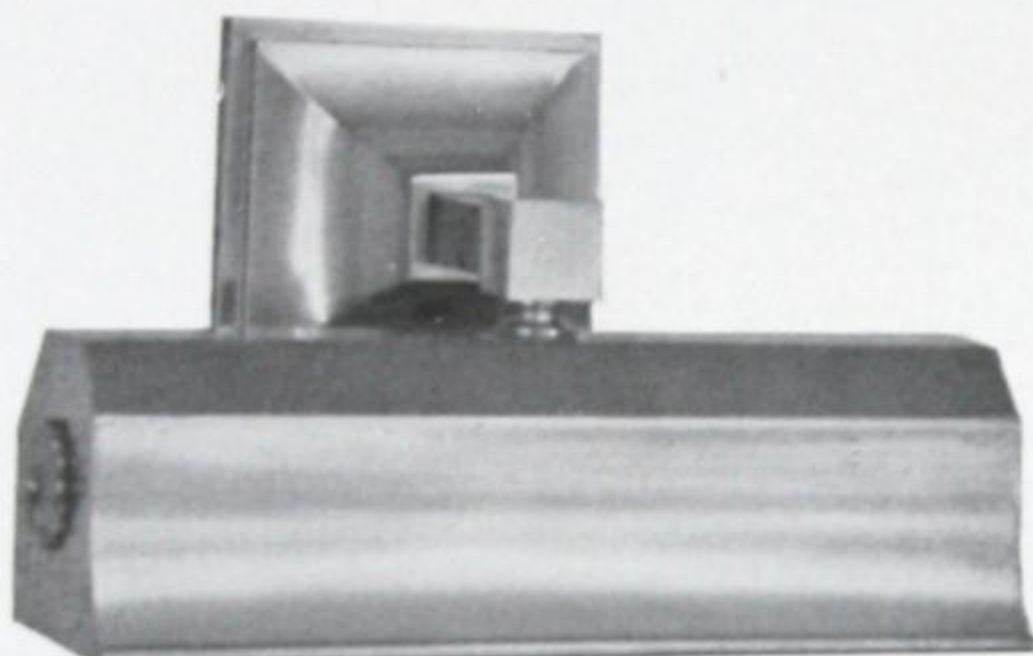
THE No. 636 unit makes a neat appearing reflector, which while inconspicuous, effectively lights the desk. The reflector is supported at each end by adjustable cast brackets. Reflectors are regularly furnished in statuary bronze, equipped with twin pull sockets, and designed for Edison base 25 watt tubular lamps.



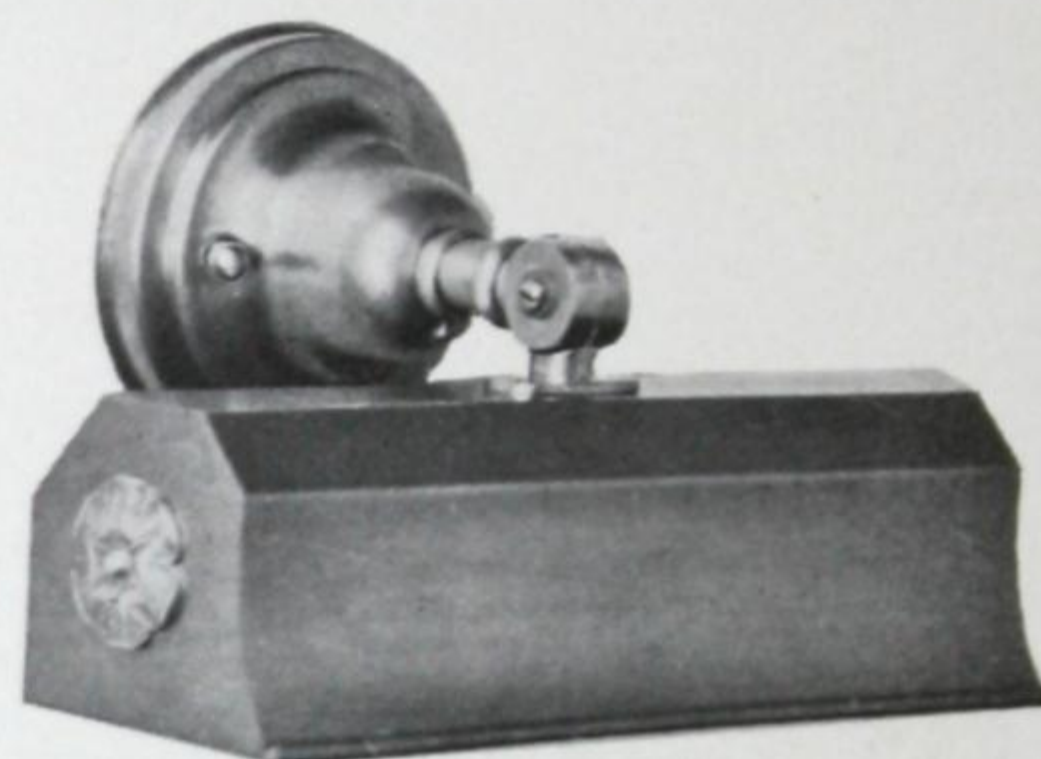
Reflector No. 636

A STANDARD wall case with bushed plate should be provided in the wall, centered directly back of the reflector. The short silk cord connecting between the back of the reflector, and the outlet box is not visible from the front and makes a very satisfactory arrangement.

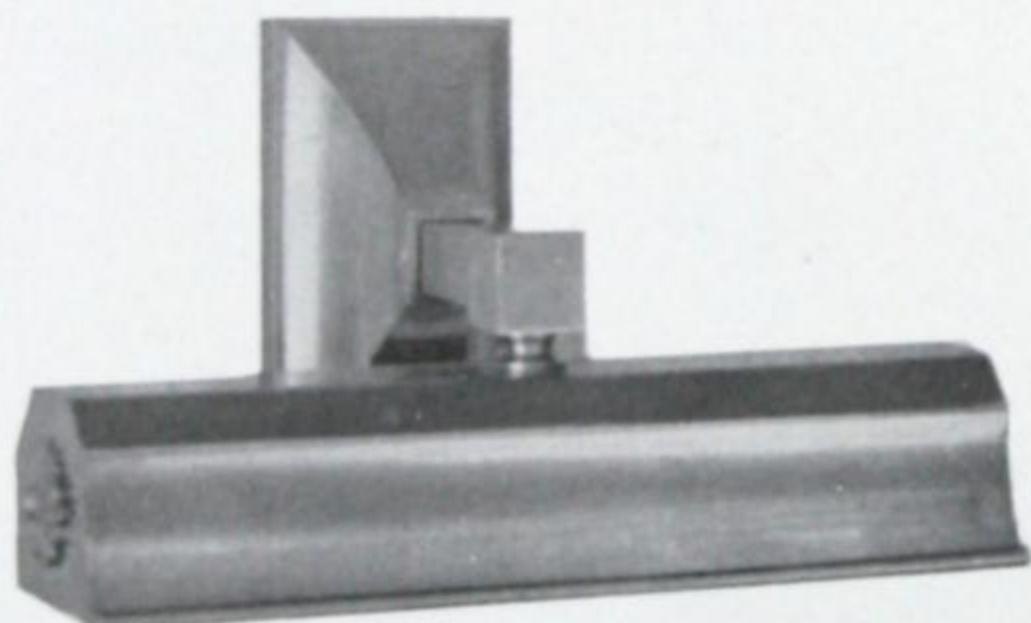
The bracket type coupon booth reflectors have proven very satisfactory for this type of work. These reflectors are constructed of bronze, and are furnished in designs to take both tubular and pear shape lamps.



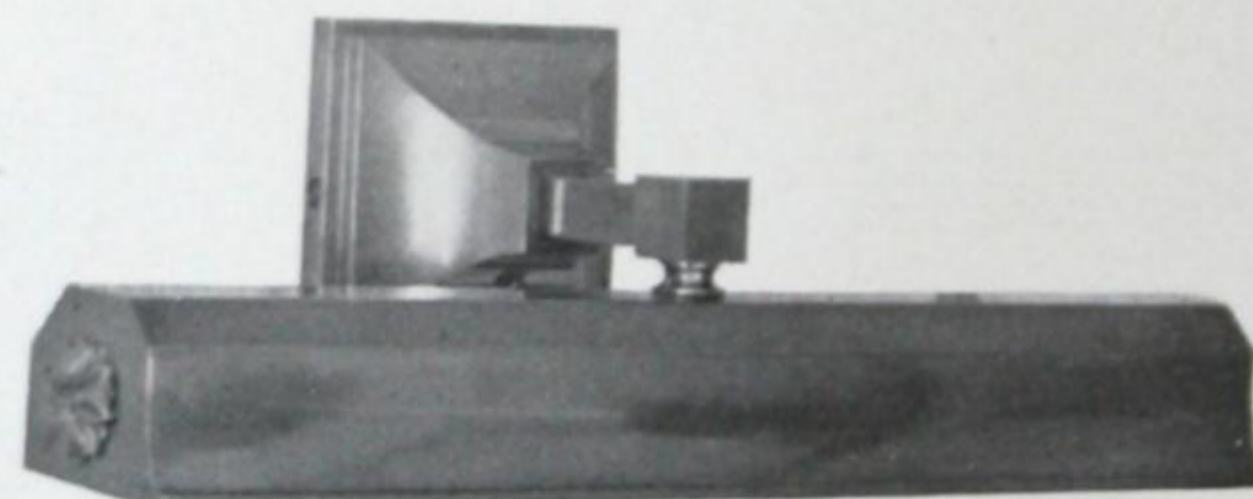
Reflector No. 639



Reflector No. 634



Reflector No. 649



Reflector No. 643

Schedule "C"

No.	SOCKETS	LAMP	BASE	LENGTH
639	*Single	‡Pear Shaped	Cast Square	10"
640	Twin	" "	" "	16"
634	Single	" "	Spun-Round	10"
644	Twin	" "	" "	16"
633	Single	Tubular	Cast Square	10"
643	Twin	"	" "	16"
632	Single	"	Spun-Round	10"
642	Twin	"	" "	16"
649	Single	"	Cast Rectangular	10"

*All sockets "Pull Chain" type. Cutler Hammer Switches in base at extra cost.

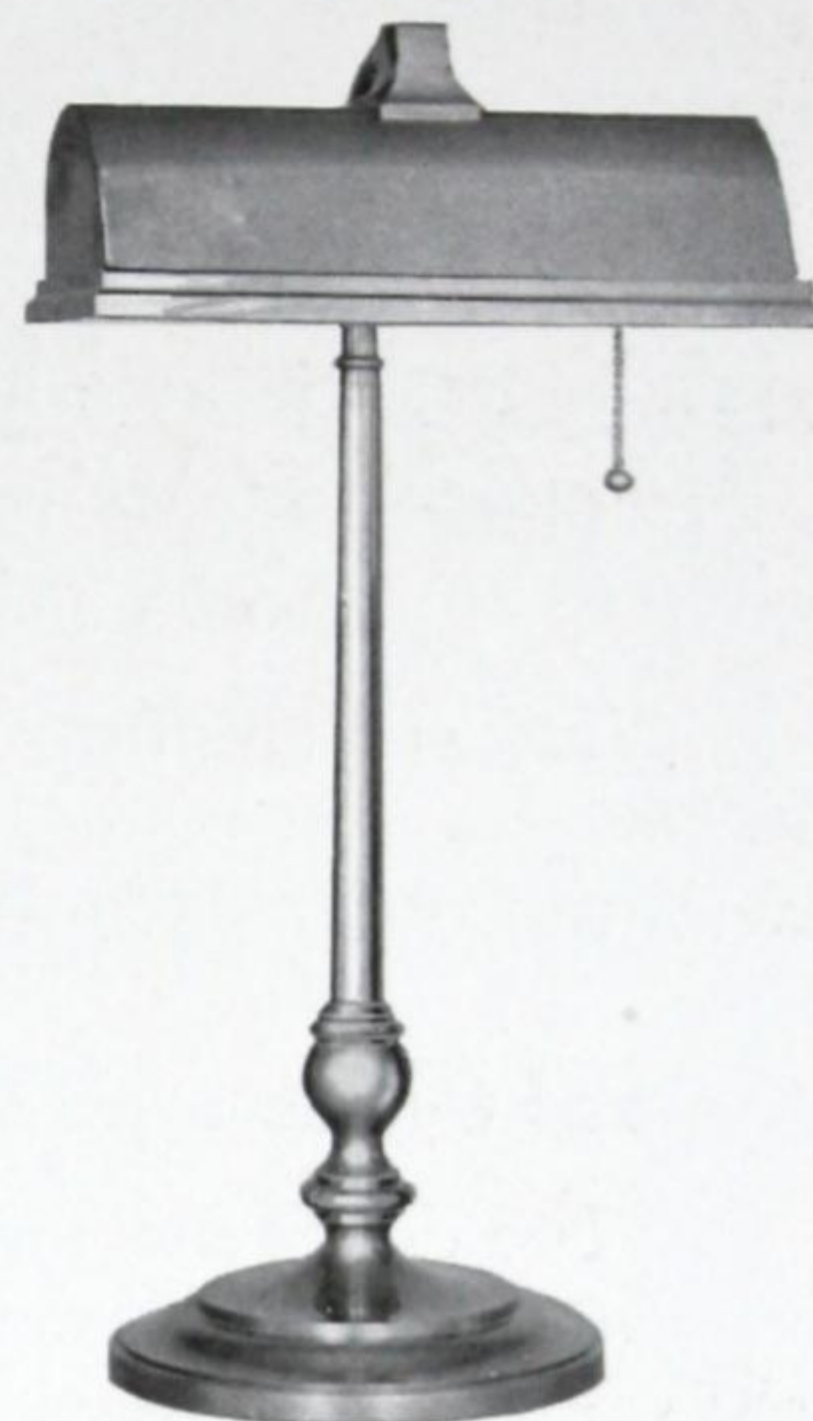
‡25 Watt.

L. ERIKSON ELECTRIC COMPANY



PORTABLES

PORTABLE desk fixtures for banking rooms must combine correctness of design with effective lighting results. The ERIKSON No. 756 Officers' desk reflector harmonizes with the feeling of quality, which is the keynote in banking room equipment. In addition, this unit affords "working" illumination on the desk, a fact commonly overlooked by the architect in an effort to secure a decorative fixture.



Reflector No. 756



Reflector No. 725

The No. 725 reflector makes an ideal fixture for reception or committee rooms where a more or less decorative fixture is required. The parchment shade gives a feeling of warmth which would be lacking in an all bronze shade.

THE fixtures shown above are constructed with cast bronze uprights, finished to match any standard bronze color.

Individual Designs Will Be Gladly Submitted on Request for Special Conditions.

L. ERIKSON ELECTRIC COMPANY



DESK AND FILE REFLECTORS

Typewriter Desk

THE No. 715 Reflector affords an ideal fixture for stenographers' desks. The principal advantage of this unit lies in its effectiveness in lighting the keyboard, typed paper, and note book.

The swinging arm allows the light to be concentrated at any specific point.

The cut-off of the shade protects the eyes against glare.

Regularly finished in natural brushed bronze.

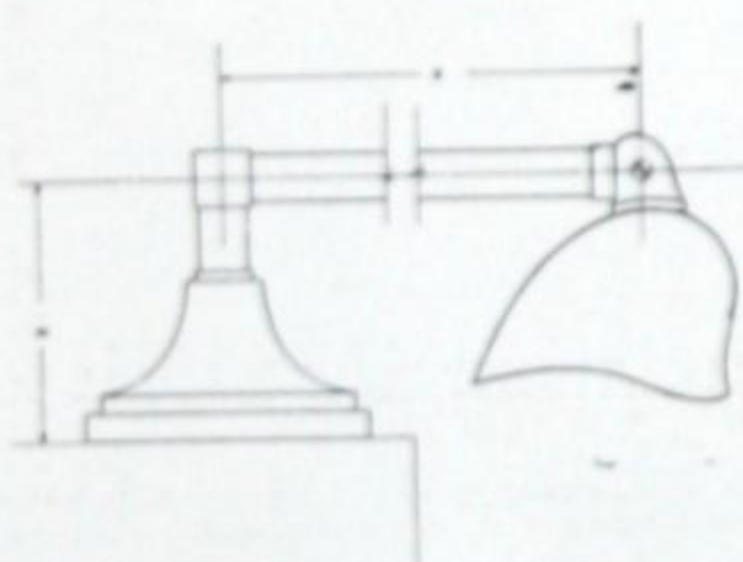


Reflector No. 715

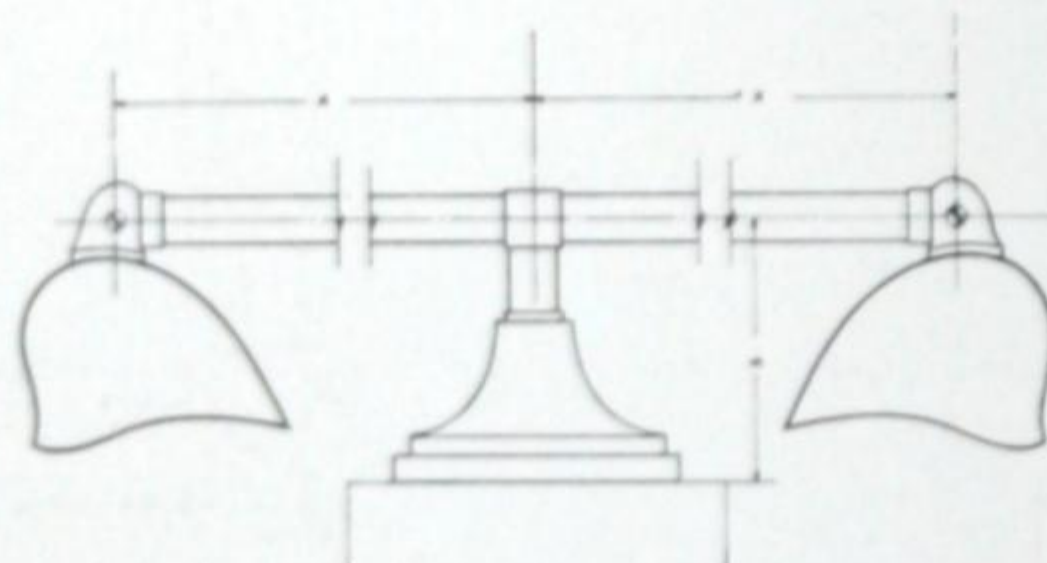
General Office and Bookkeeper's Desk

The desk reflectors shown below are designed to effectively illuminate the working areas, at the same time protecting the eyes of the clerks against harmful exposure to the light source.

These reflectors are constructed of bronze, with cast bases, adjustable joints, and equipped with ERIKSON sockets for 25 watt Edison base pear shape lamps.

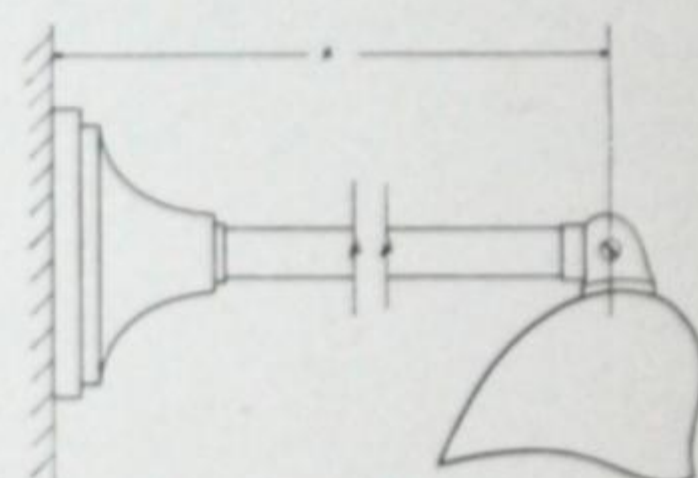


Reflector No. 701



Reflector No. 704

(Cuts $\frac{1}{8}$ full size)

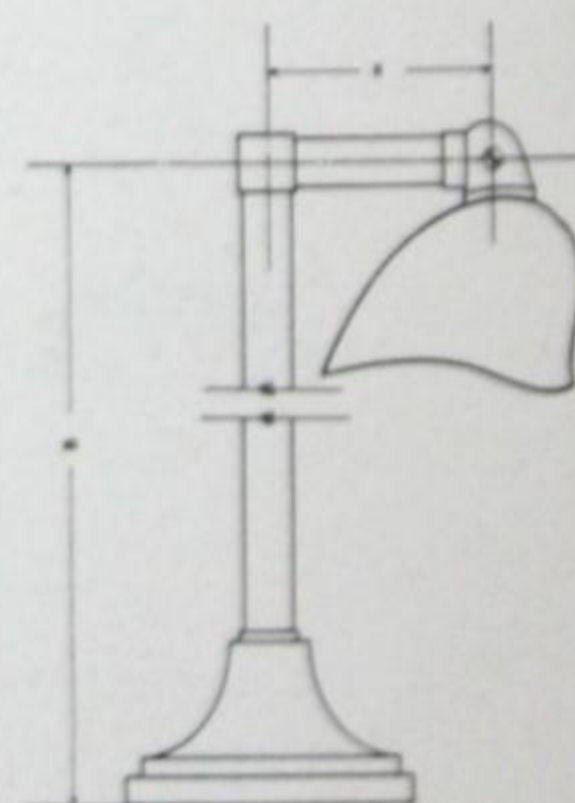


Reflector No. 702

Correct dimensions for vertical and horizontal supports to meet the individual conditions are furnished without additional charge.

Reflectors up to 20" in length are regularly furnished with one support only. Units 20" and up to 96" furnished with two supports.

Steel reflectors with round supports and canopy bases, finished in sprayed bronze, may be used where their utility permits.



Reflector No. 703

File Reflectors

Mirror lined reflectors similar in design to those shown above are furnished for letter files, indexes, cabinets, etc.

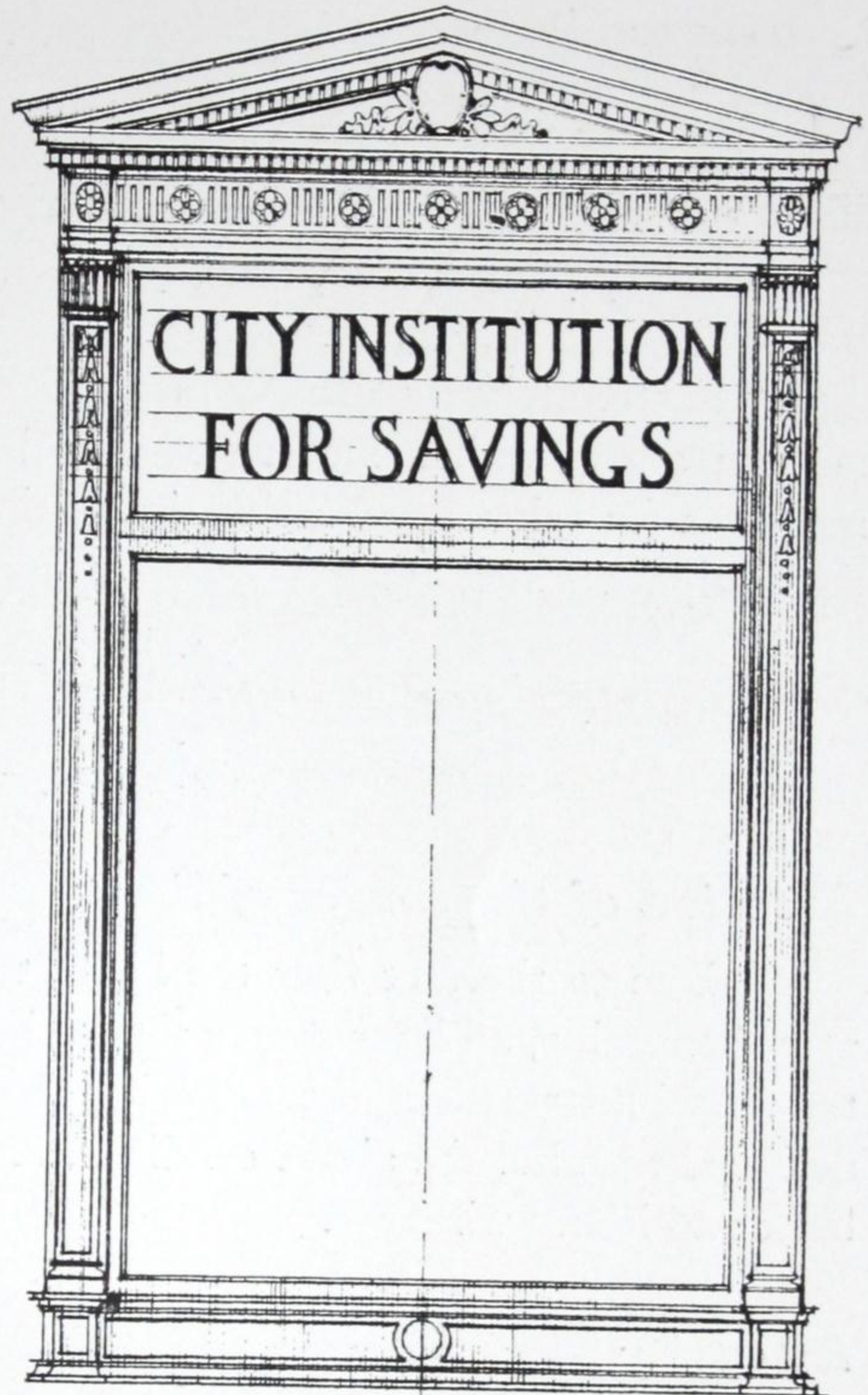
L. ERIKSON ELECTRIC COMPANY

BULLETIN AND POSTER BOARDS

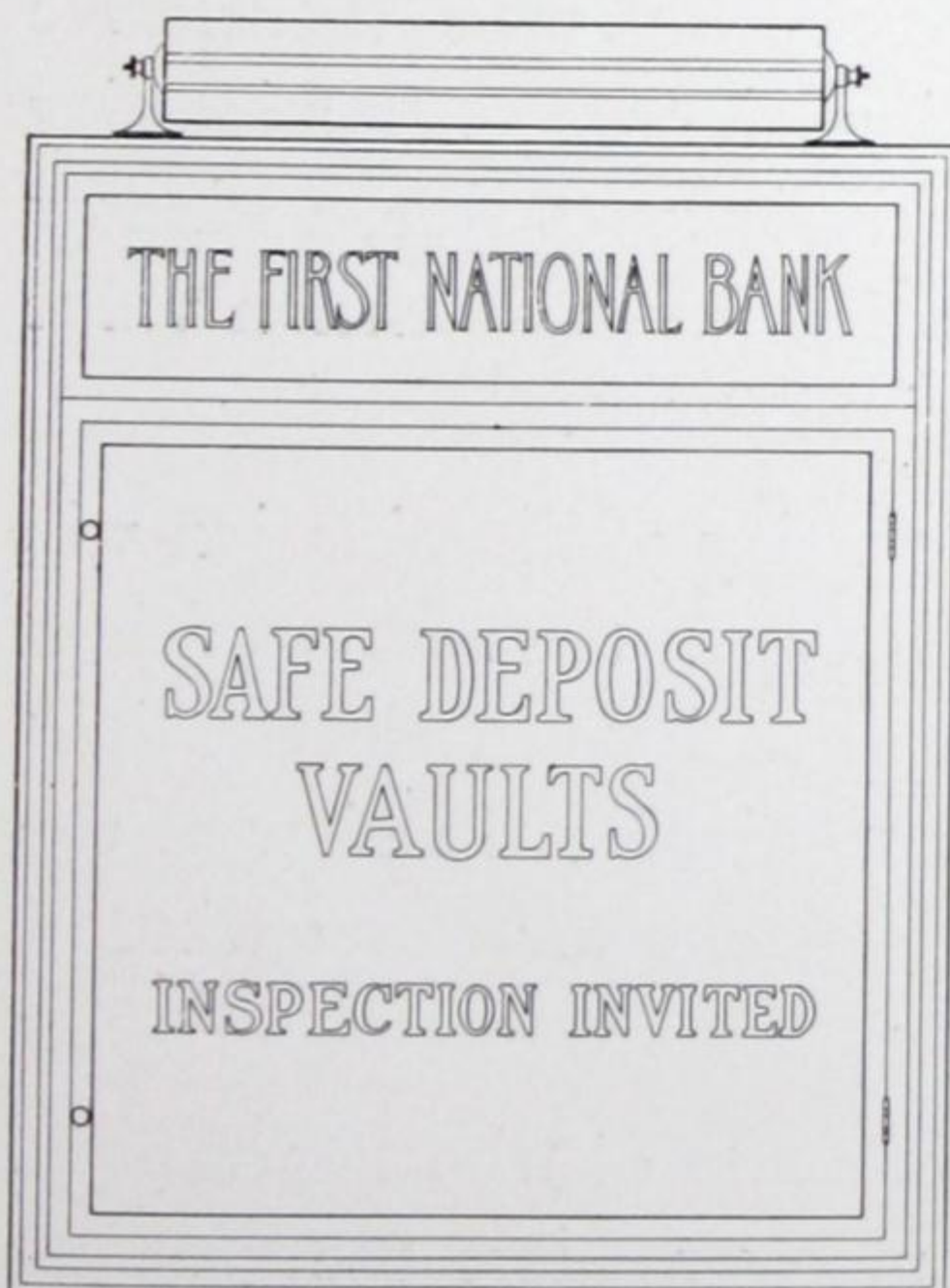
THE ever increasing popularity of poster and sign advertising among banking institutions has called for the development of fixtures which harmonize with the architectural treatment of the individual installation, in addition to providing for adequate illumination to secure the maximum of effectiveness. Due to the fact that the design and construction will depend upon the conditions pertaining to each case, standard designs cannot always be used. The designs shown on this page indicate two methods of handling the construction as applying to exterior and interior types.

In both types a standard panel with the name of the institution is located at the top, and a plate glass hinged door is provided in the lower section.

In the case of the exterior type, concealed reflectors are provided within the casing, while in the case of the interior type, an inconspicuous reflector is located at the top, as shown in the detail.



Exterior Type



Interior Type

These signs may be furnished either in cast bronze, or iron, or of drawn bronze or steel mouldings.

Designs and recommendations for this type of equipment will gladly be submitted upon request.

L. ERIKSON ELECTRIC COMPANY

SHOW WINDOW ILLUMINATION

THE progressive merchant, recognizing the similarity between the theater stage and the show window has successfully applied the psychological principles of attracting and holding attention employed in the former, to increase the advertising value of his displays. Unaided, however, by sound and motion, the show window must base its appeal on the remaining factors, interesting merchandise, arrangement and LIGHT.

Fortunately the display manager has at his disposal all the lighting facilities of the modern stage, which include overhead reflectors, footlights and spots, together with mediums for color modification. The principles which govern the correct manipulation of the equipment include:—

1. Location of the light sources.
2. Intensity.
3. Distribution.
4. Quality—(Color).

Location of the source of light

Due to the fact that the highest objects in the range of vision have the greatest attention value, all light source should be carefully concealed from the view of the spectators. As illustrated in the following pages, ERIKSON reflector equipment is especially designed to fulfill the above condition under adverse conditions such as are found in open back and island windows.

Intensity

The desirable intensity for a given window depends upon its location. It may be readily seen that the amount of attention a window will receive depends upon its relative brightness as compared with adjacent windows, street illumination, signs, etc. In a locality where the street and window illumination would have a comparatively low value, a window with a foot candle intensity of about 25 foot candles would have as much attention value as a similar window with 40 or 50 foot candles located on a principal street.

The amount of wattage necessary to produce a given intensity of illumination will depend upon the efficiency of the lighting fixture, the distance between the source of light and the objects to be illuminated, the area to be included, the quantity of reflected light from the background, and light absorption factor of the goods on display. In view of the fact that the above factors vary in each installation, the equipment for show window lighting must be carefully selected.

ERIKSON REFLECTORS are designed to meet the requirements of the INDIVIDUAL WINDOW, and it is in this connection that the ERIKSON Company renders the greatest service to the merchant.

L. ERIKSON ELECTRIC COMPANY



SHOW WINDOW ILLUMINATION



Lamson and Hubbard Co., Boston, Mass.

Distribution

Correct distribution can be secured only by the balancing of the light on the display in such a manner as to illuminate all the surfaces within the range of vision. In the ERIKSON system a relatively close spacing of nitrogen lamps is used, which by employing a larger number of relatively lower wattage lamps the best distribution may be secured without increasing the current consumption, or the cost of installation.

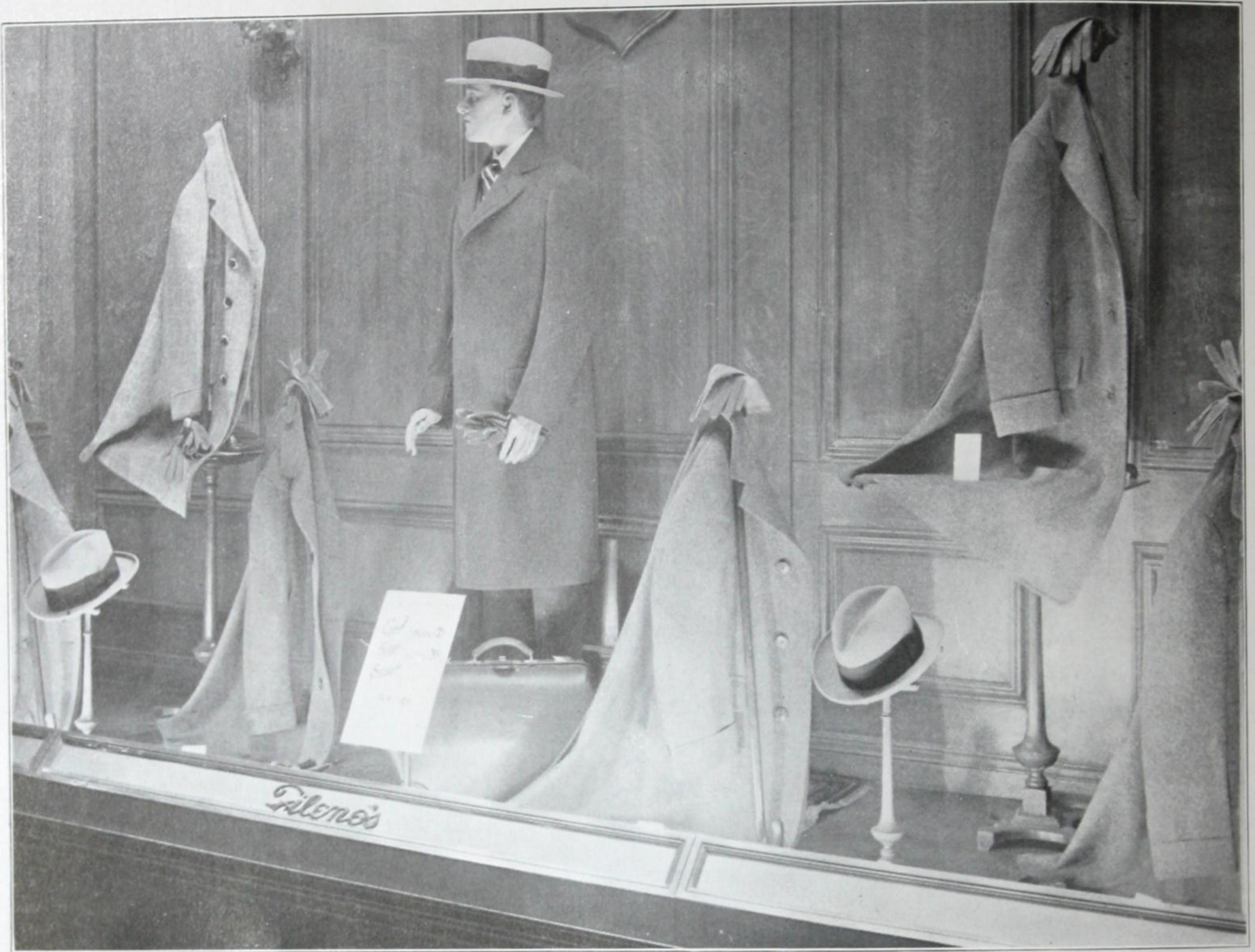
Color Lighting

The use of color lighting plays an important part in the modern show window illumination, for here, as on the stage, unlimited possibilities are found in the manipulation of modified light. ERIKSON show window reflectors under schedule "V" are provided with color slide supporting members similar to those used on stage equipment, insuring ease of installation, and rugged construction.

L. ERIKSON ELECTRIC COMPANY



SHOW WINDOW ILLUMINATION

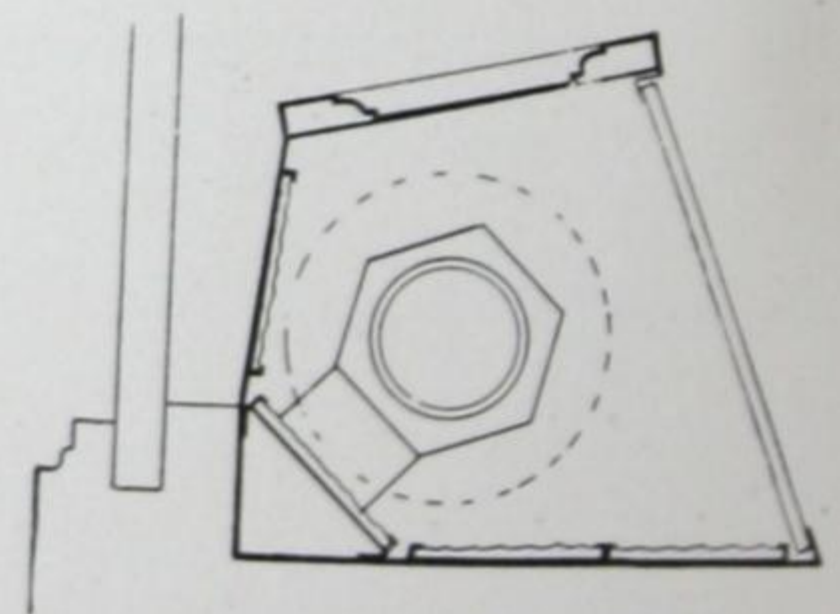


Wm. Filene's Sons Company, Boston, Mass.

THE above illustration shows the ability of the ERIKSON Company to fulfill the requirements of a difficult lighting installation. The value of footlight reflectors is clearly illustrated by the increased attention value of the lower window section, and the absence of shadows on the display.

Closed Back Windows

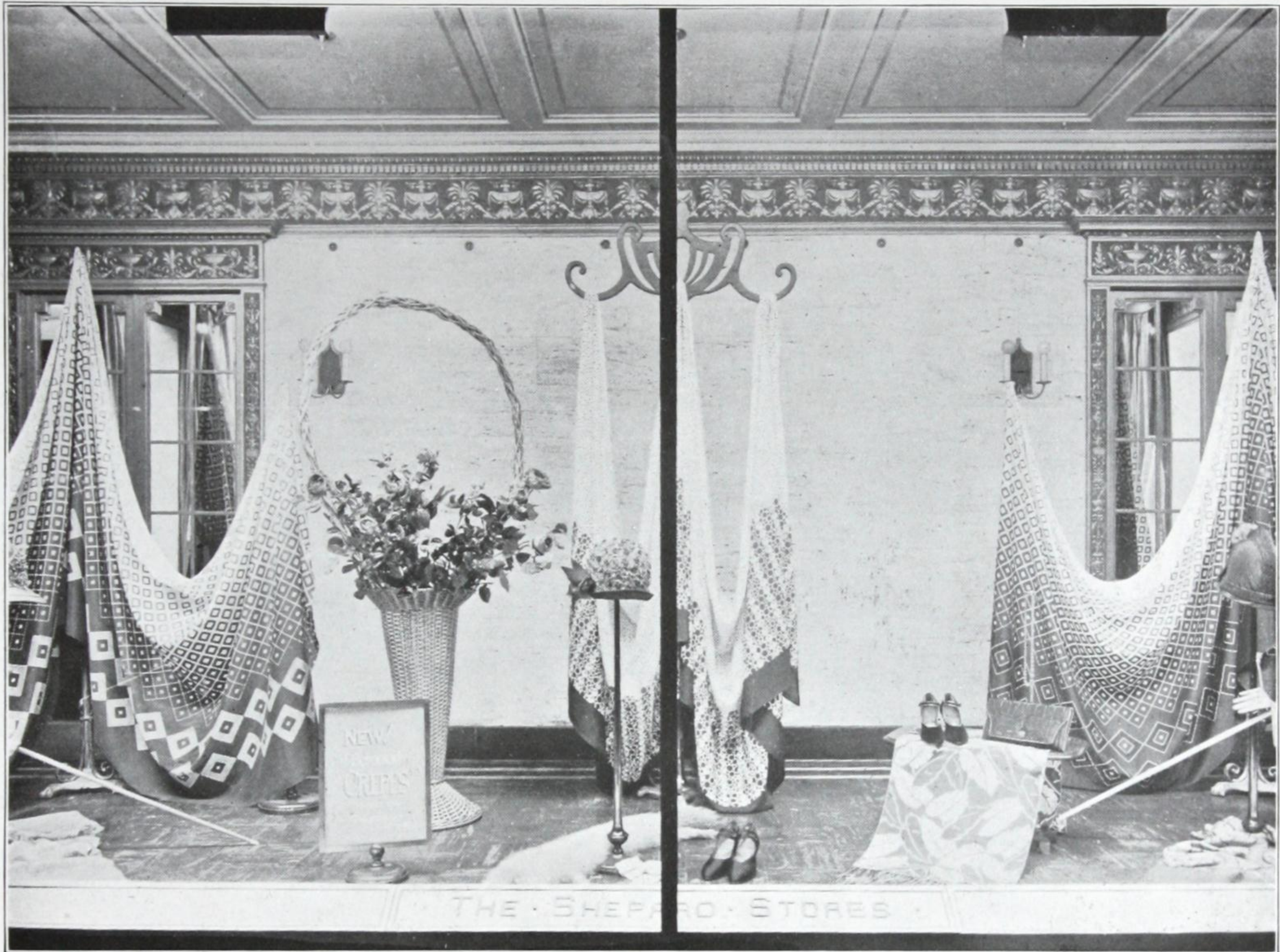
IN comparatively shallow windows, such as the above, the question of distribution has always presented a problem calling for unusual care, owing to the difficulty of getting satisfactory illumination on the vertical surfaces of merchandise placed close to the front of the window. Footlight type reflectors, not only overcome this difficulty, but add additional punch to the most vital part of the display area.



Reflector No. 302
(Cut $\frac{1}{4}$ full size)
See page 36 for description
of reflector

L. ERIKSON ELECTRIC COMPANY

SHOW WINDOW ILLUMINATION

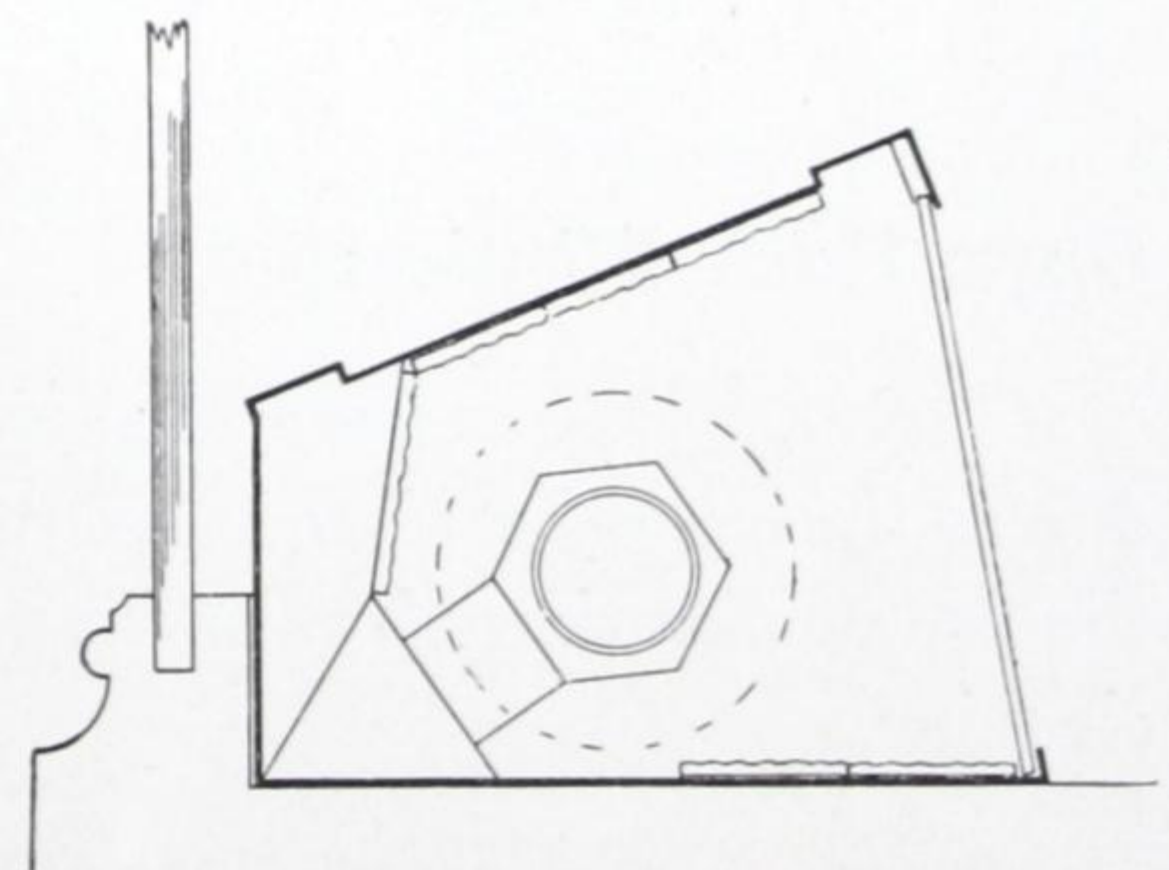


Shepard's Stores, Providence, R. I.

THE emphasis given to the store name on the shield serves as a strong advertising medium. The fine workmanship, and quality of materials used, gives ERIKSON reflectors their place in installations where beauty and refinement predominate.

Closed Back Windows

THE area illuminated by the footlights, and which is as a rule the portion which receives the least amount of light from overhead units, has the greatest attention value. This is especially true in regard to the illumination of verticle and undercut surfaces which receive the light at an ineffective angle, or are in shadow.



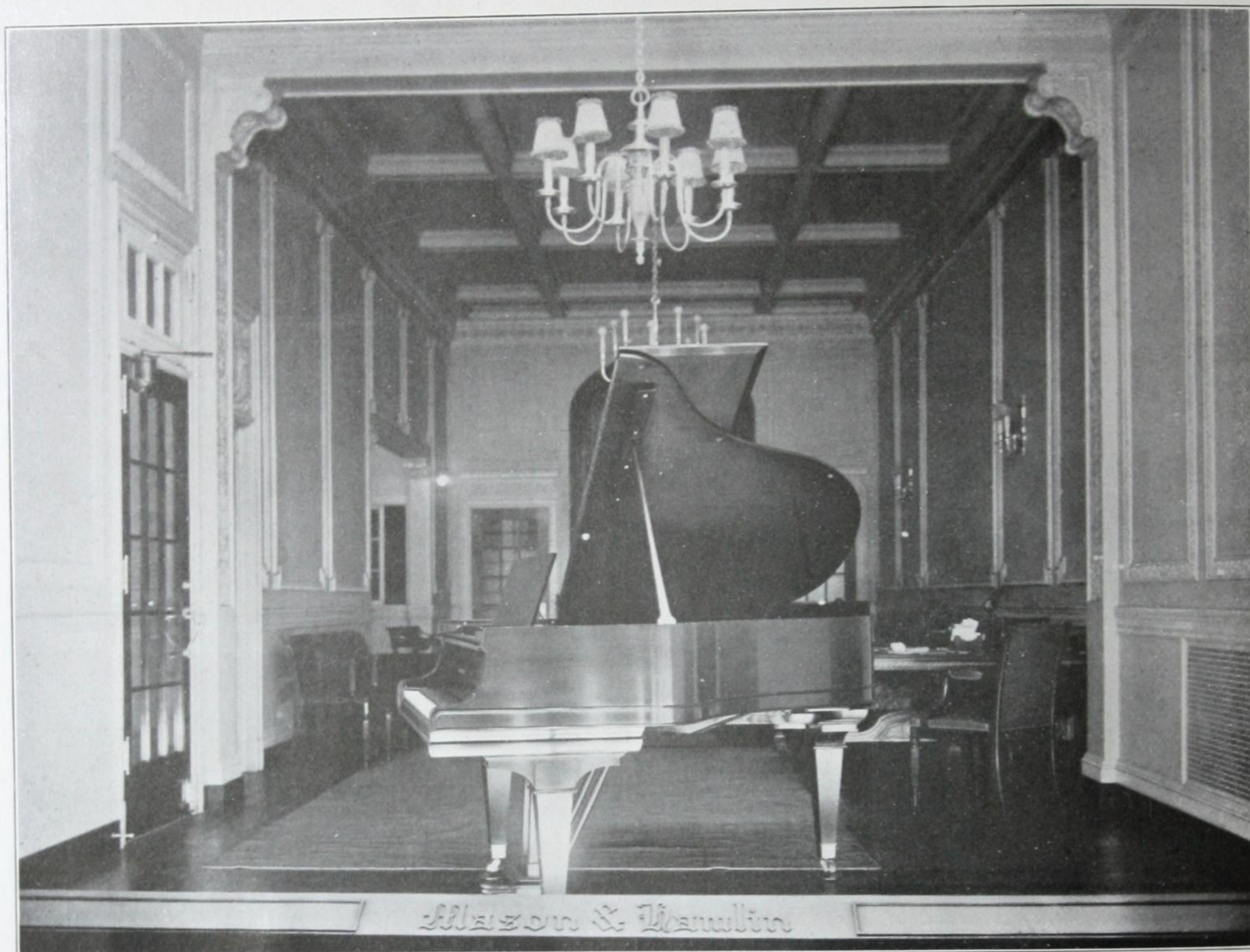
Reflector No. 301 (Cut $\frac{1}{4}$ full size)

See page 36 for description of reflectors

L. ERIKSON ELECTRIC COMPANY



SHOW WINDOW ILLUMINATION



Mason & Hamlin, Boston, Mass.

THE stage like effect of the above window is secured through the combined use of foot and overhead reflectors.

Open Back Windows

OPEN type reflectors would be out of the question in an installation of this type, due to the excessive glare in the store interior. The difficulty is effectively overcome through the use of diffusing glass enclosure doors, which facilitates access for lamp renewals and cleaning.

Reflector No. 45 and a similar type footlight are in use in this installation.

L. ERIKSON ELECTRIC COMPANY

SHOW WINDOW ILLUMINATION



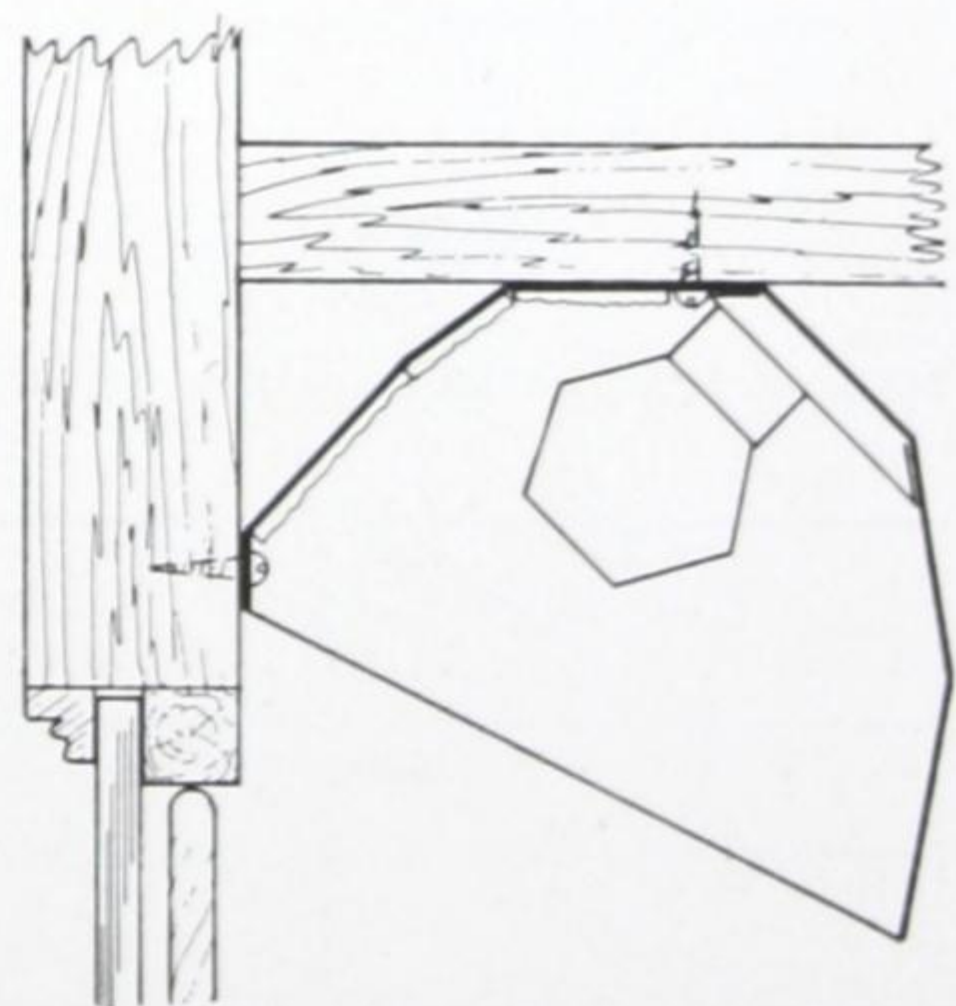
Jordan Marsh Company, Boston, Mass.

THE absence of annoying glare, due to exposed light sources, in the case shown above illustrates the superiority of the trough reflectors in open back windows.

Open Back Windows

THE continuity and general pleasing appearance of the reflectors makes an attractive arrangement which does not detract from the quality expressed by the rest of the equipment.

As seen in the cut the shell of the reflector acts as a shield to conceal the lamp and mirror lining from view, while the full efficiency of the light within useful angles is not diminished.

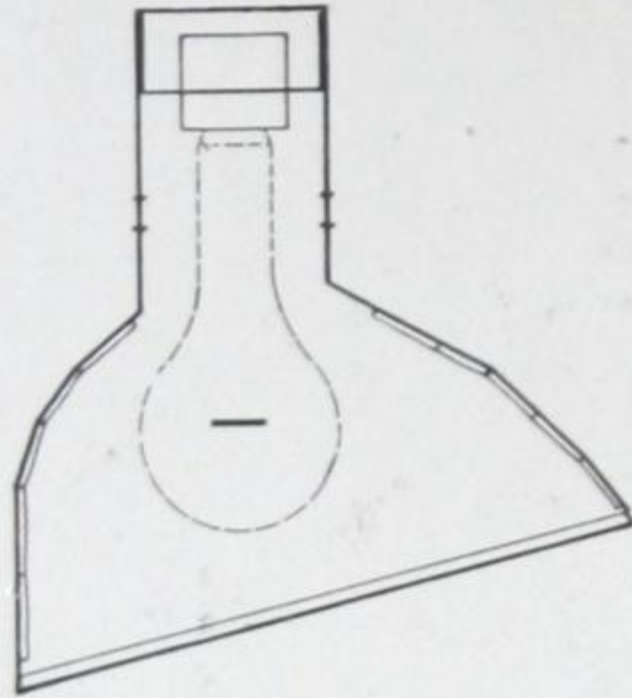


Reflector No. 60 (Cut $\frac{1}{4}$ full size)
See page 35 for description
of reflector

L. ERIKSON ELECTRIC COMPANY

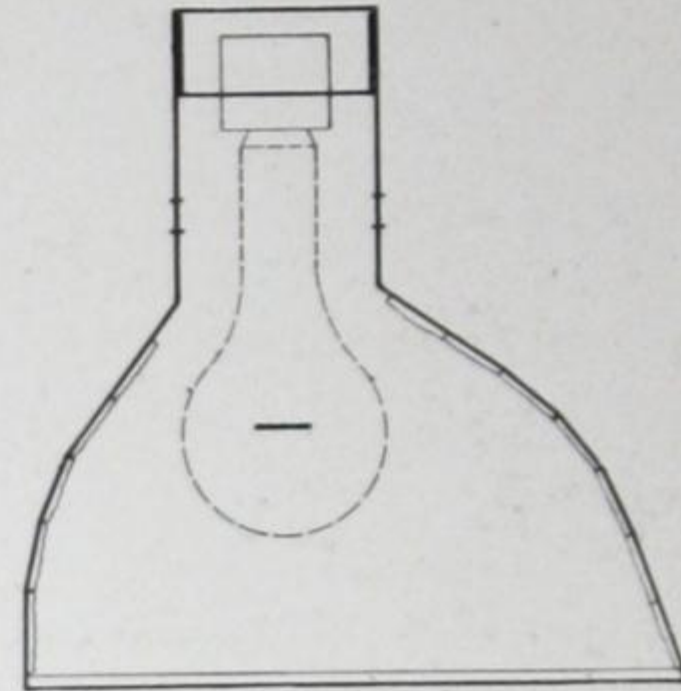
SHOW WINDOW REFLECTORS

Closed Back Windows



Reflector No. 69
High Trim

(Cuts $\frac{1}{8}$ full size)

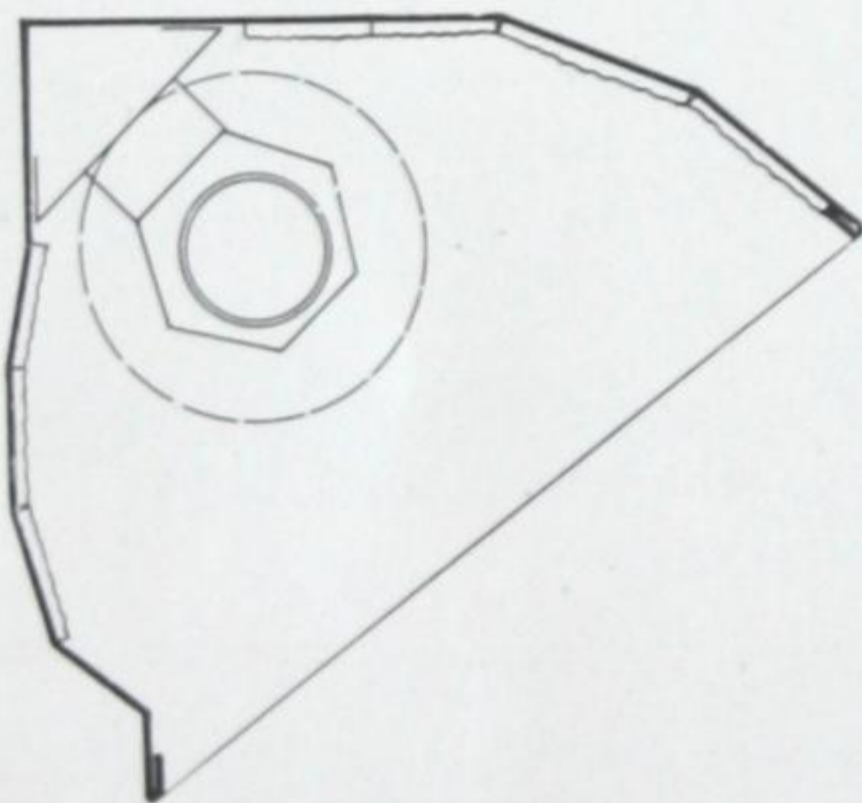


Reflector No. 68
Low Trim

Schedule -V- Vertical Lamp

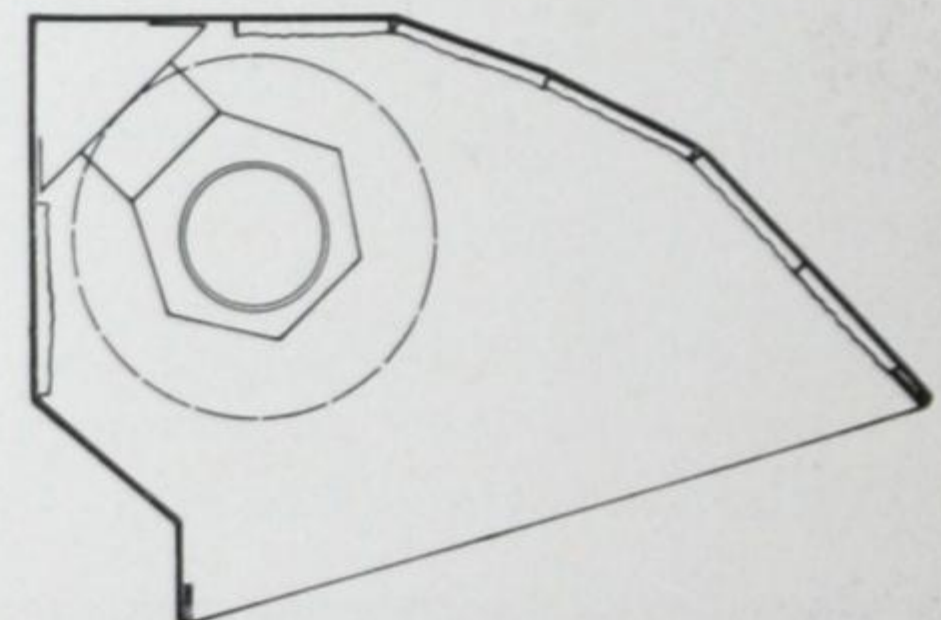
Cat. No.	LAMPS WATTAGE	WINDOW TRIM	REMARKS
*68	100-150	Low	Construction Similar to #69 " " " #68 " " " #69 " " " #68
69	100-150	High	
70	200	High	
71	200	Low	
65	75	High	
66	75	Low	

*Reflectors regularly furnished without color screens.



Reflector No. 30
High Trim

(Cuts $\frac{1}{4}$ full size)



Reflector No. 31
Low Trim

Schedule -H- Horizontal Lamps

Cat. No.	LAMPS WATTAGE	WINDOW TRIM	REMARKS
30	50-75	High	Construction Similar to #30 " " " #31
31	50-75	Low	
32	100-150	High	
33	100-150	Low	

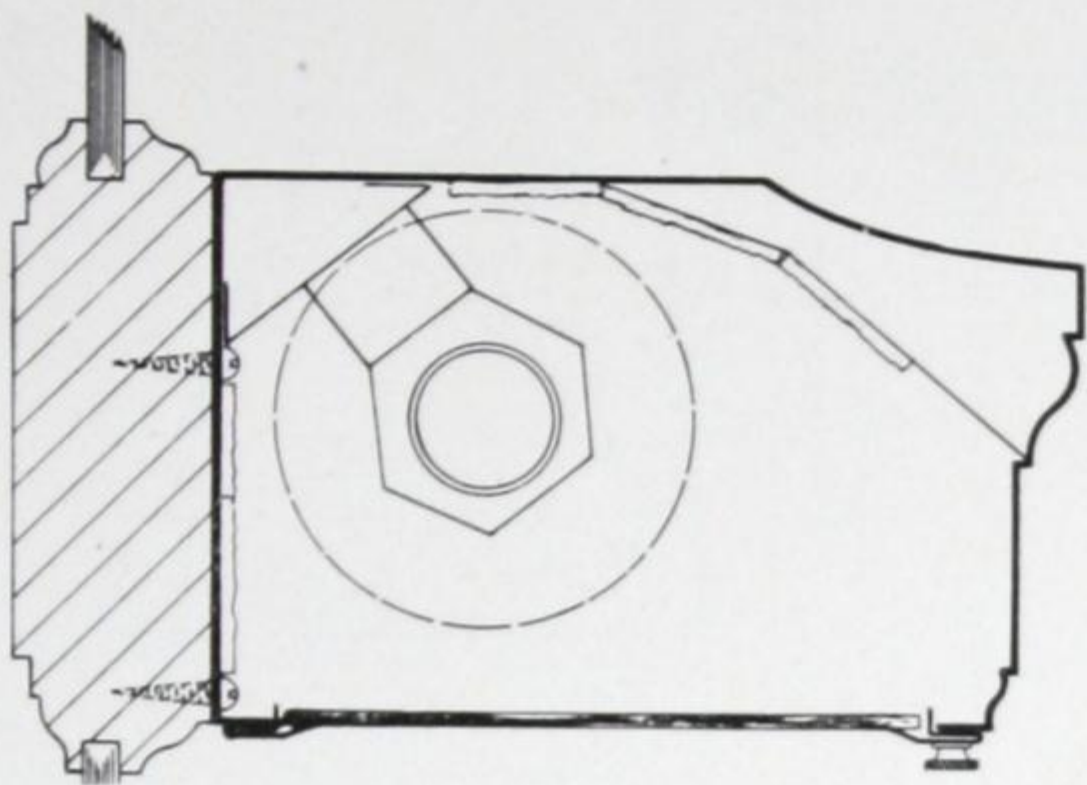
Sockets regularly furnished wired on 12" centers under schedules "V" and "H"

L. ERIKSON ELECTRIC COMPANY

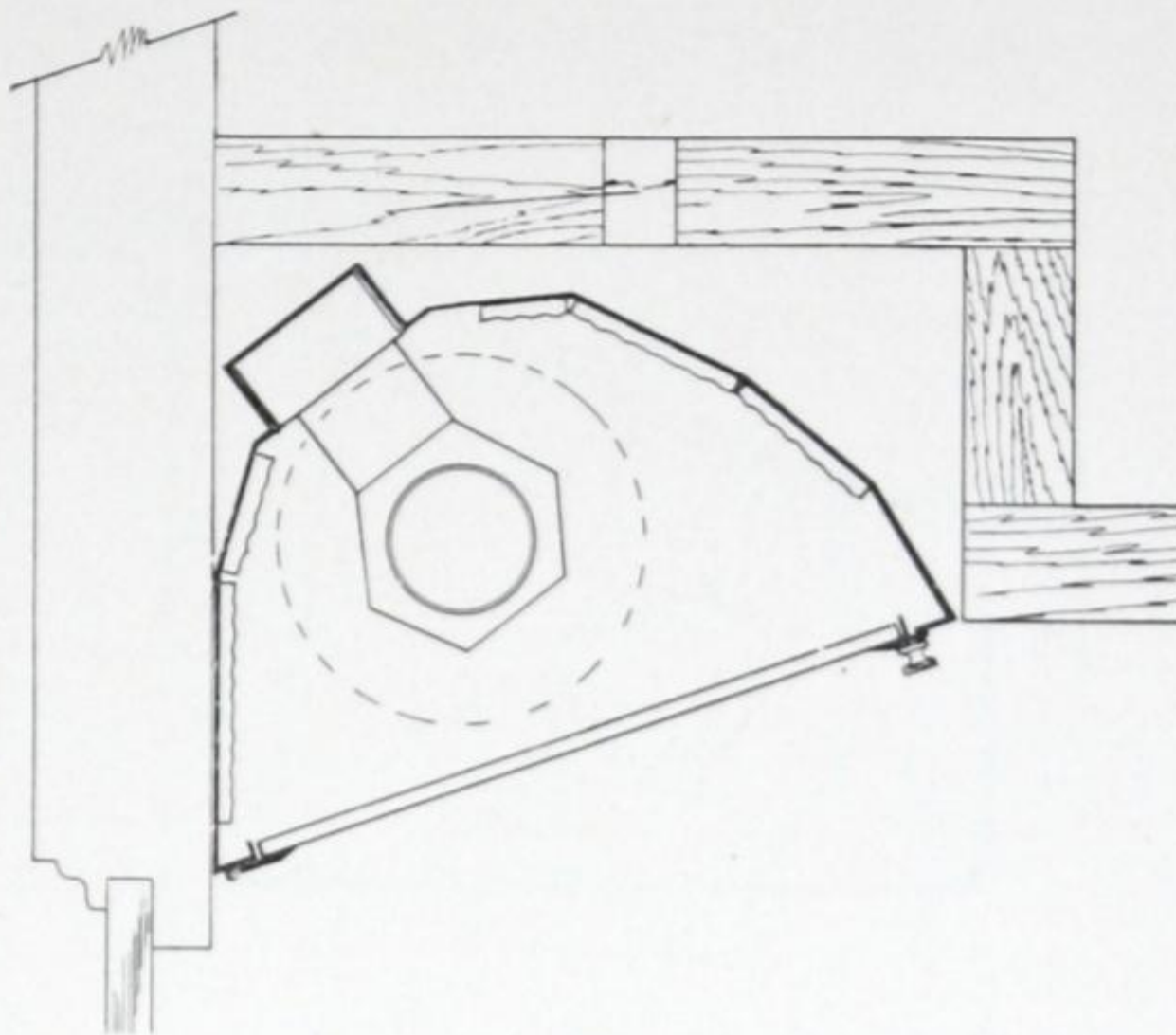
SHOW WINDOW REFLECTORS

Open Back

REFLECTORS WITH DIFFUSING GLASS DOORS

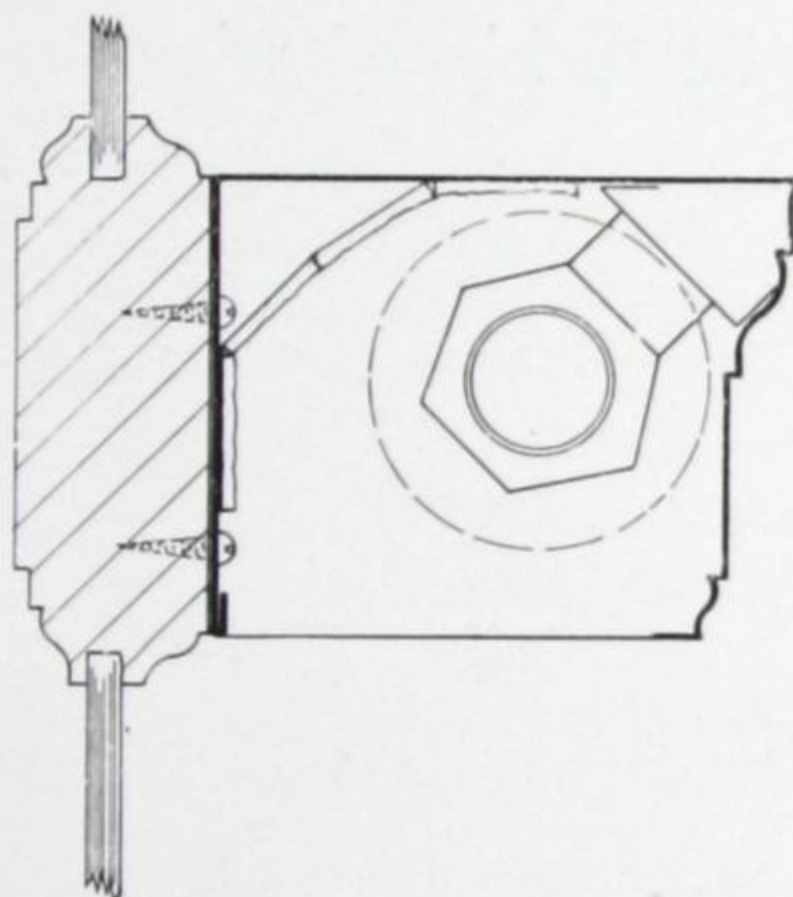


Reflector No. 56

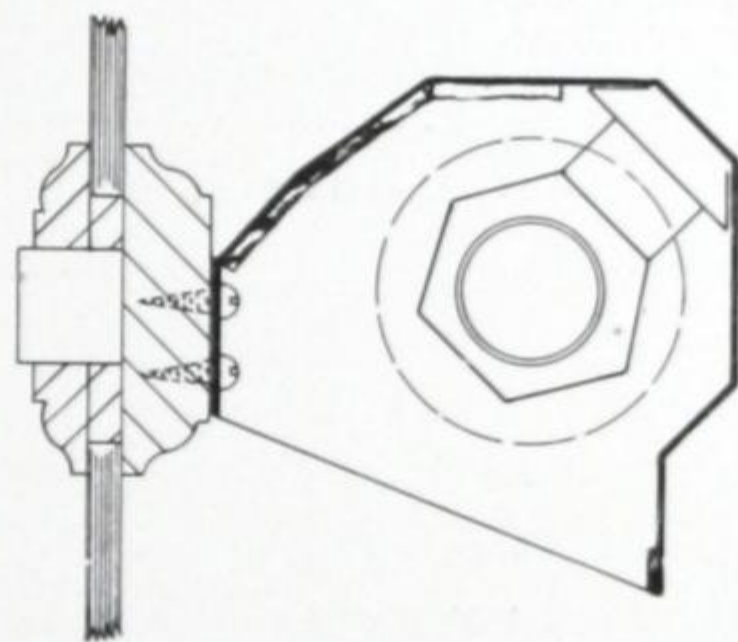


Reflector No. 45

REFLECTORS WITH CUT-OFF SHIELDS

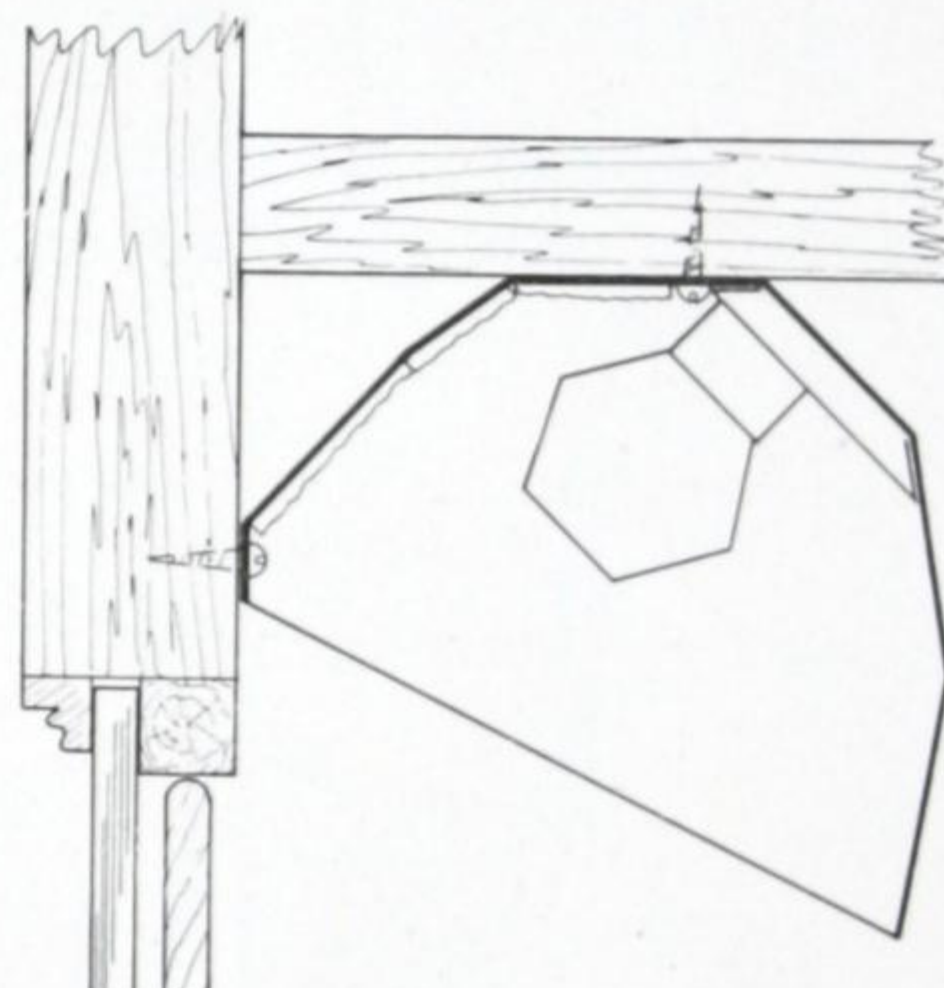


Reflector No. 55



Reflector No. 62

(Cuts $\frac{1}{4}$ full size)



Reflector No. 60

Schedule -O-

CAT. No.	LAMP	TYPE	FACE	FINISH
45	100-150	Diffuser	Door only	*Sprayed
55	50-75	Shield	Moulding	†Brushed Bronze
56	100-150	Diffuser	Moulding	Brushed Bronze
60	100-150	Shield	Plain	Sprayed
62	50-75	Shield	Plain	Sprayed

*Light bronze unless specified otherwise.

†Any standard bronze color at slightly additional cost.

Reflector regularly furnished without color screens.

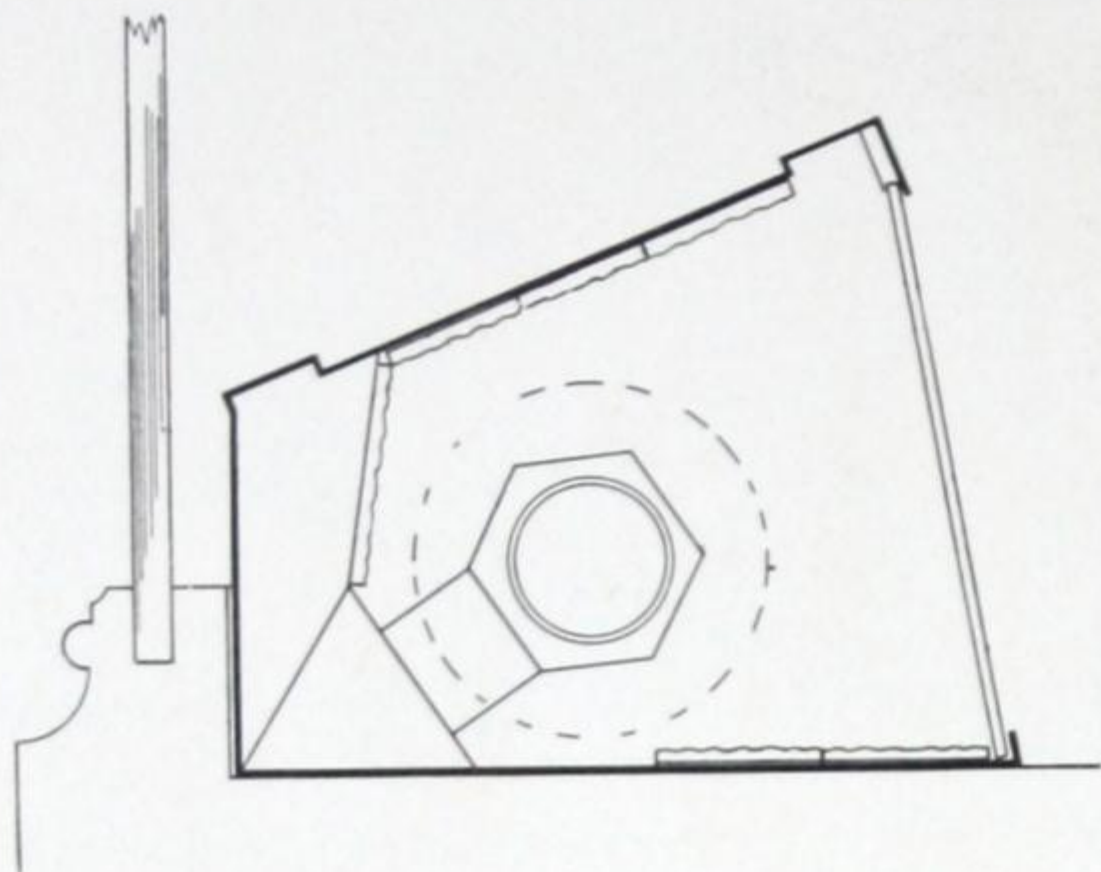
Sockets regularly furnished *wired* on 12" centers.

L. ERIKSON ELECTRIC COMPANY

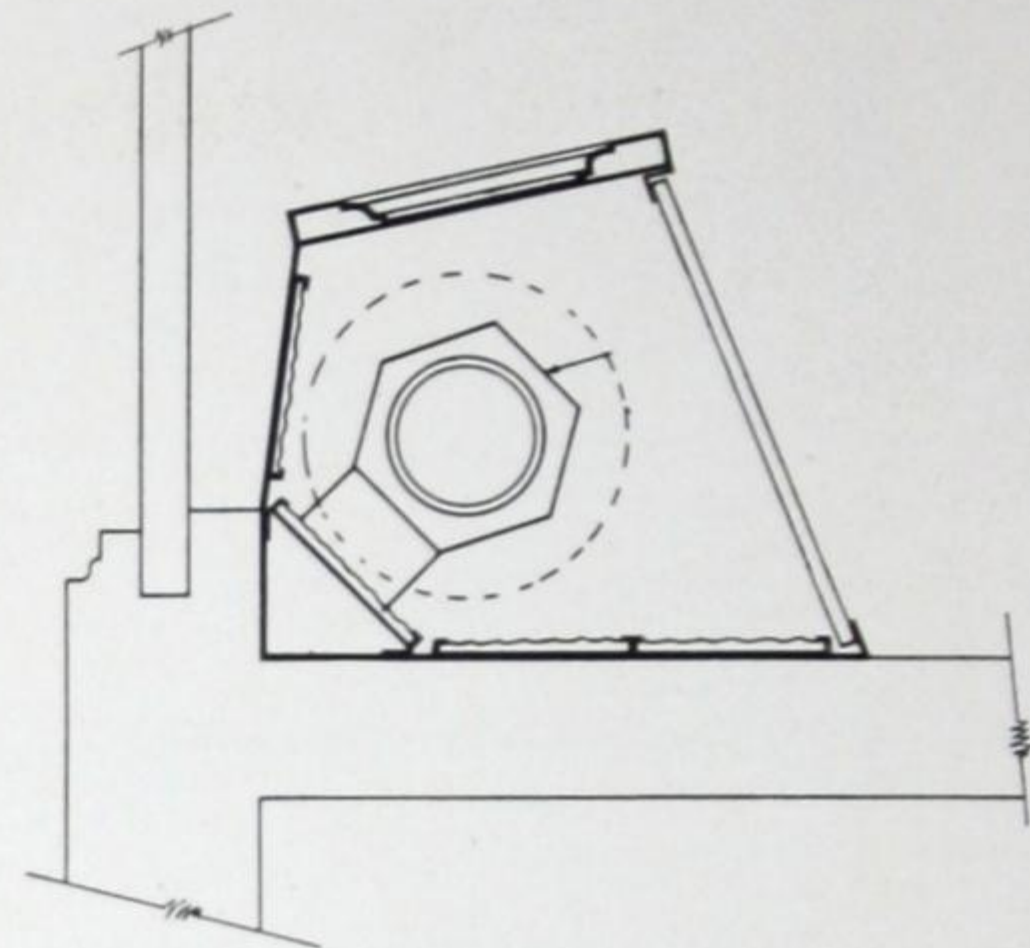


SHOW WINDOW FOOTLIGHTS

OWING to the number of possibilities in the design of window footlights from an aesthetic standpoint this type of equipment can be standardized only in a general way.



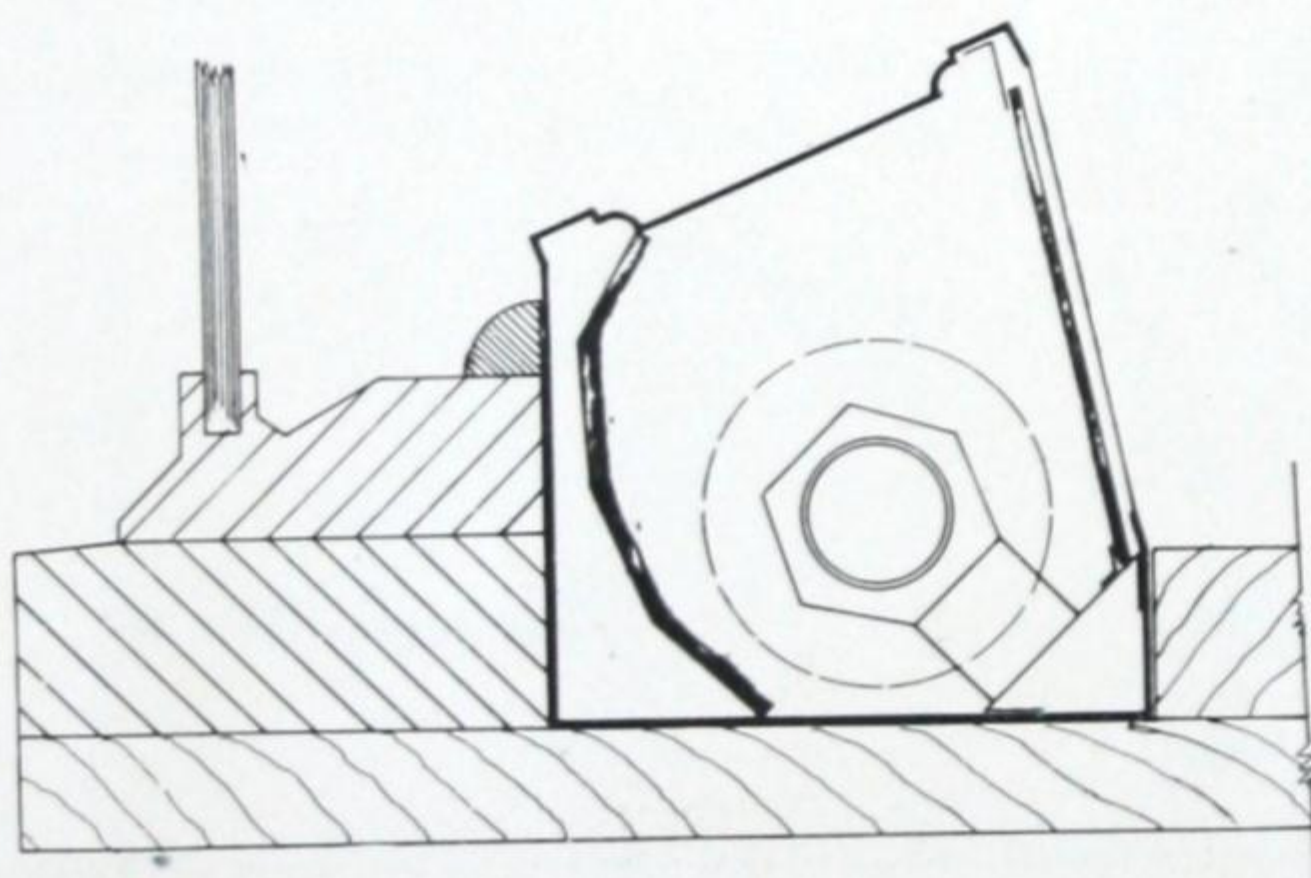
Reflector No. 301



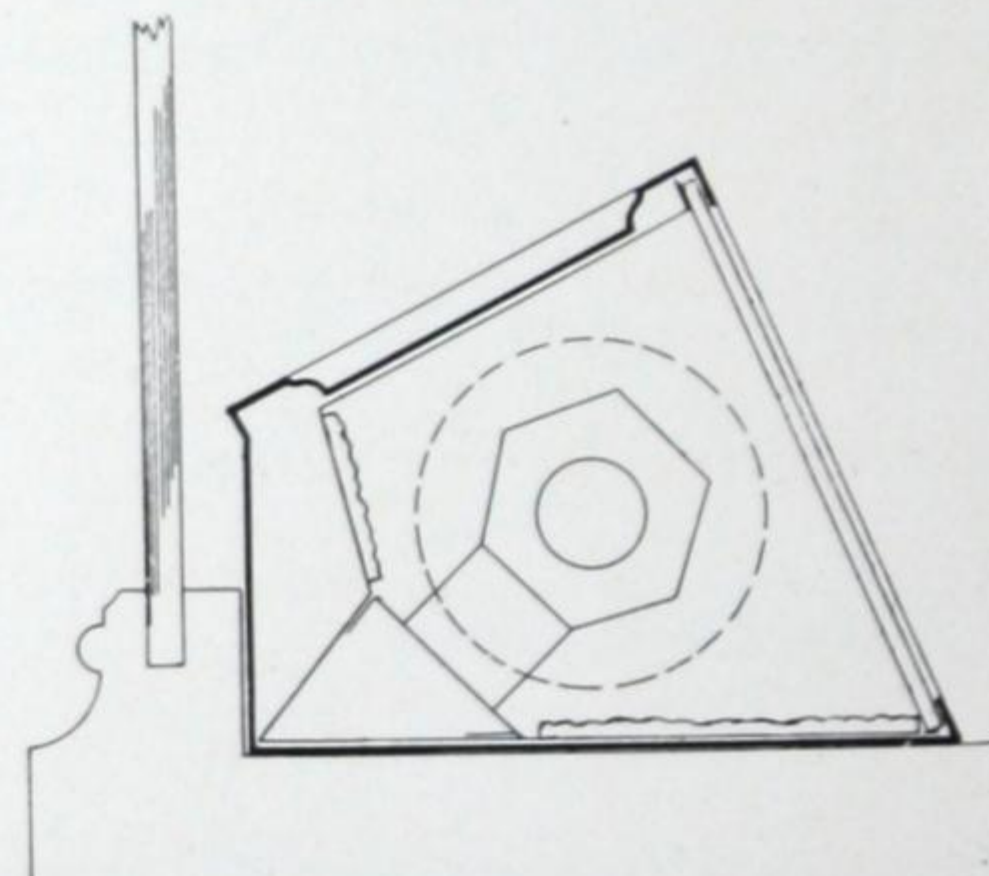
Reflector No. 302

The Nos. 301, 302 and 311 reflectors rest directly on the finished floor.

The No. 314 unit is recessed into the floor. This type can be furnished with any of the mouldings shown on the above.



Reflector No. 314



Reflector No. 311

(Cuts $\frac{1}{4}$ full size)

The above types are constructed with drawn bronze mouldings.

Provisions for color, or diffusing glass are made in all footlights. Color screens or glass furnished at additional cost.

All reflectors are mirror lined and equipped with ERIKSON porcelain sockets wired on 12" centers.

These reflectors can be finished in any standard bronze color as desired.

L. ERIKSON ELECTRIC COMPANY



SHOW WINDOW REFLECTORS AND FLOODLIGHTS

THE number 5034 suspended window reflector makes an ideal unit for certain types of open windows, or where concentrated light is desired over a particular area.



Suspended Reflector
No. 5034

THIS fixture is available in any length, and is regularly furnished in brushed bronze, and equipped with mirror lining and porcelain sockets.

Flood Light Reflectors

FOR 100, 150, and 200 watt Mazda "C" lamp.

The number 110 affords an ideal combination flood and spot light with high intensity center spot for bringing out some particular article, of the display to be featured.

External adjustment is provided for 100, 150 and 200 watt lamps to insure proper focus. This reflector is designed for either ceiling or wall mounting with adjustment for direction of beam.

This unit is "all metal," providing an unbreakable unit, with silver reflector surface.



Reflector No. 110

This reflector is furnished with color frame and gelatin for five colors—Red, Green, Blue, Amber and Purple.

L. ERIKSON ELECTRIC COMPANY



SHOW CASE LIGHTING



Filene's Men's Store, Boston, Mass.

Floor Cases

ERIKSON show case reflectors are designed to run continuously along the moulding of the case, which greatly improves the general appearance, due to the continuity of outline. These reflectors, in addition to being inconspicuous, are designed to cut off all light from the eyes of the customers and the clerk.

The importance of this latter feature may be realized from the fact that from the customer's standpoint the merchandise should be the brightest object within the field of vision if they are to receive the proper attention. In cases where this feature has not been properly taken care of, the annoying glare from the lamps detracts, rather than adds to selling value of installation.

From the point of view of the clerk, bright spots which were continually visible would cause fatigue and eye strain.

From the view point of size, the ERIKSON reflectors offer the least obstruction to viewing the display.

L. ERIKSON ELECTRIC COMPANY



SHOW CASE LIGHTING



Brokaw Brothers, New York, N. Y.

By the use of light the case is transformed from a storage space to a miniature show window.

While the average intensity for good show case lighting should range from 15 to 20 foot candles, special attention should be given to cases where goods of a dark color are to be displayed. ERIKSON reflectors are finished to match the hardware and fixtures and all parts present a neat appearance in keeping with the severity of outline generally found in show cases.

ERIKSON porcelain sockets, designed especially for these reflectors, prevent the drooping of the lamp below the reflector casing, which is a fault commonly found in a large number of types on the market. Sockets are designed to use standard Edison base tubular lamps, which reduces the cost of maintenance, due to renewal charges.

Sockets are spaced to give even illumination over the entire display, eliminating high lights and shadows.

L. ERIKSON ELECTRIC COMPANY



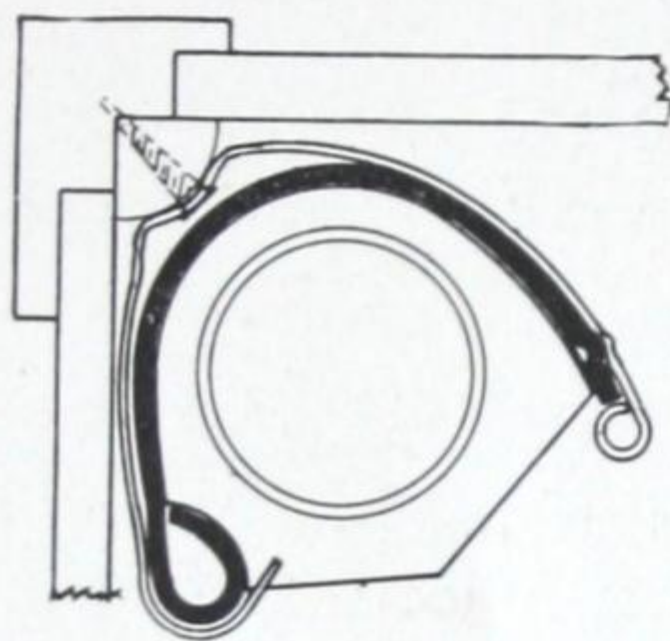
SHOW CASE REFLECTORS

Floor Cases

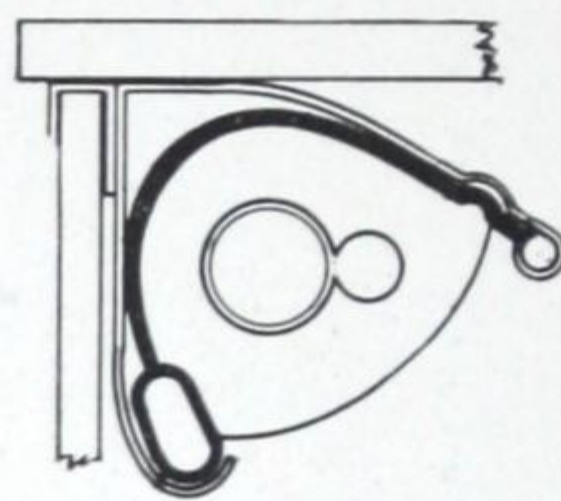


No. 1 Show Case Reflector

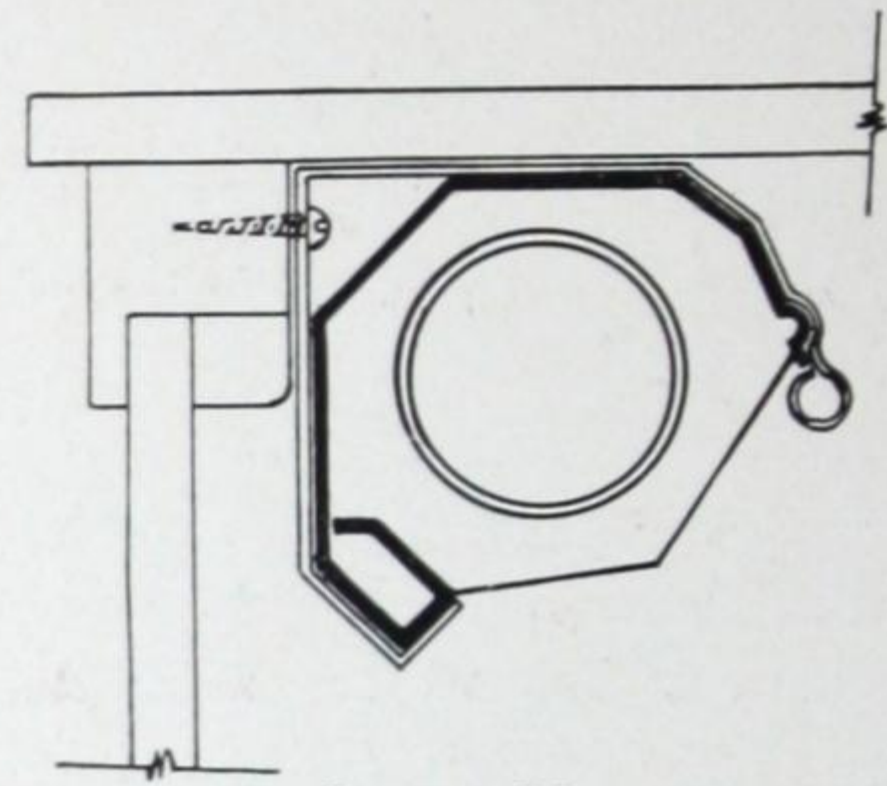
ERIKSON Show Case reflectors are constructed of continuous drawn brass moulding. Reflectors are mounted in case on tension type brackets, which allow the reflector to be removed to facilitate cleaning of case glass.



Reflector No. 1.

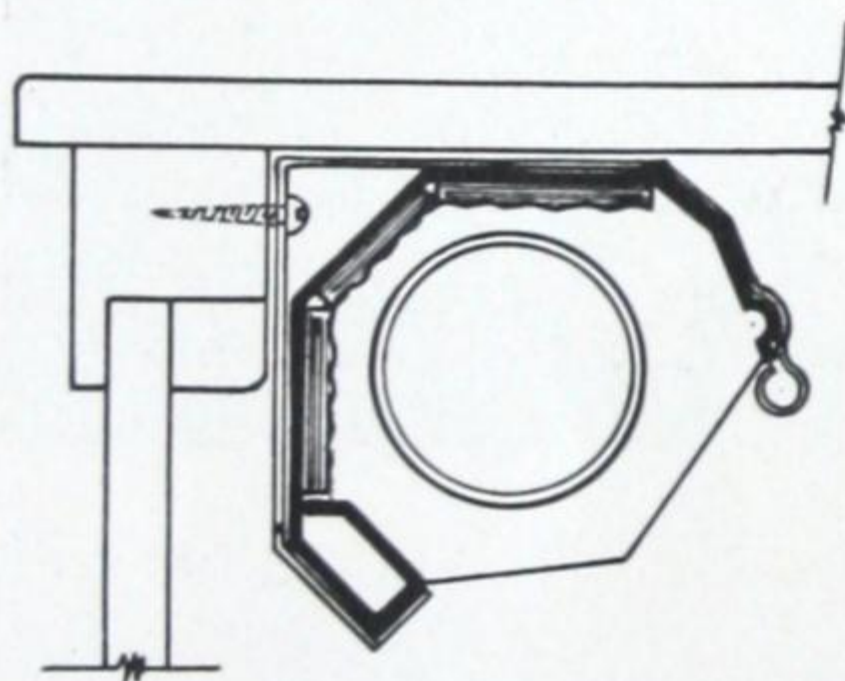


Reflector No. 2



Reflector No. 10

The above reflectors are polished nickel inside.



Reflector No. 15

The No. 1 reflector is recommended for standard cases up to 24" in width.

The No. 2 reflector is recommended for cases where the size of the reflector is the most important consideration.

The No. 10 reflector should be used in cases of over 24" in width.

The No. 15 reflector is the same as No. 10 except that it is mirror lined.

Reflectors No. 1, 10 and 15 are regularly furnished with sockets on 18" centers, for Edison base tubular lamps, wired complete, ready for installation.

Reflector No. 2 is designed for candelabra base lamps.

Reflectors are regularly finished outside in polished nickel. Plated finishes to match woodwork at slight additional cost.

See following page for instructions for ordering

(Cuts $\frac{1}{2}$ full size)

L. ERIKSON ELECTRIC COMPANY



INSTRUCTIONS FOR ORDERING SHOW CASE REFLECTORS

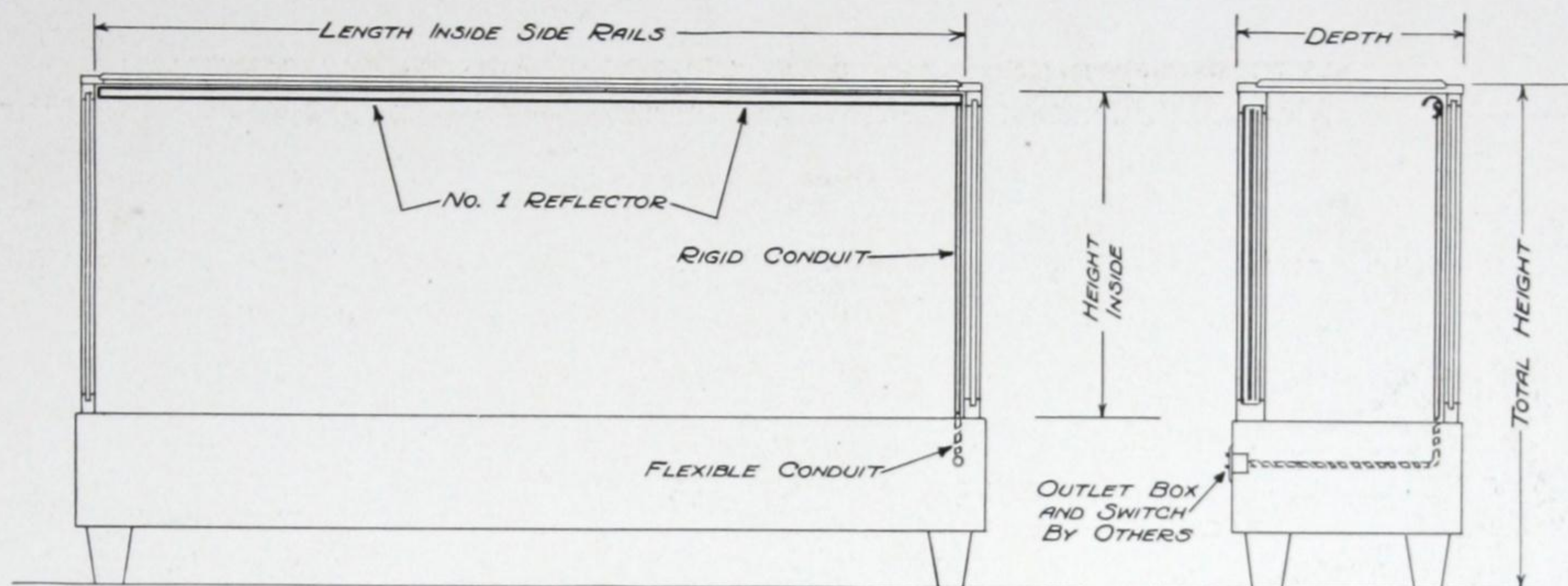


Figure 7

As shown in Fig. 7 ERIKSON show case reflectors run continuously from one end of rail to the other. The feed wires are carried down the end of the case in rigid conduit, and from the floor of the case in flexible conduit to the switch box which should be located in the base at the rear.

All Orders and Inquiries Should Specify the Following Information: —

1. Inside Dimensions of Case

Give length, height and depth of case as shown in Fig. 7.

2. Location of Feed Wires

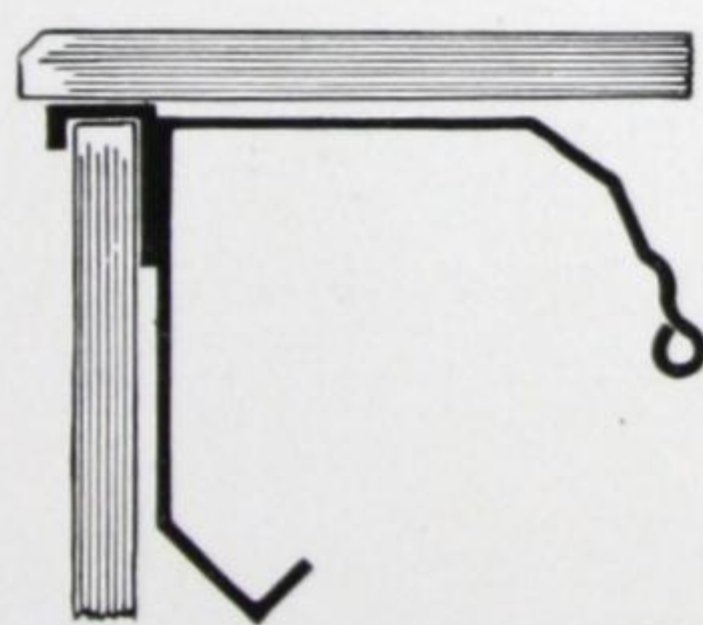
Specify "right" or "left" feed looking into case from rear.

3. Lamp Spacing

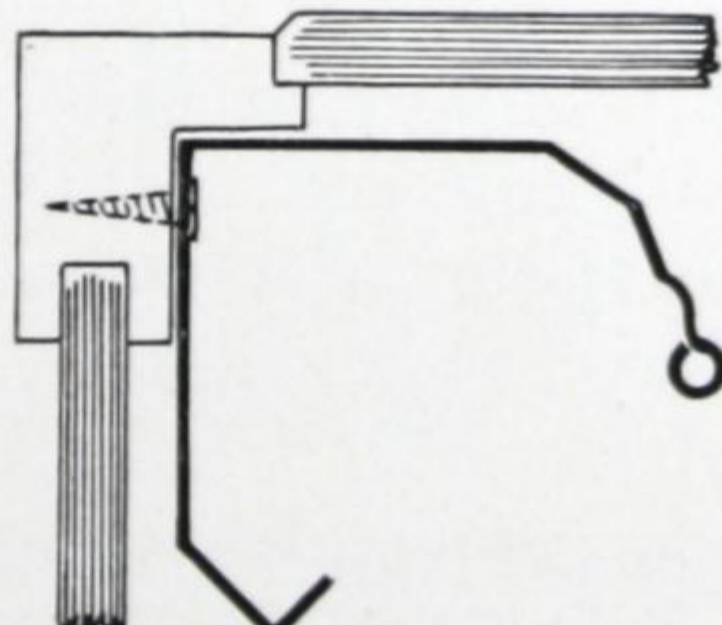
"Standard" spacing should be specified unless special conditions exist.

4. Finish.

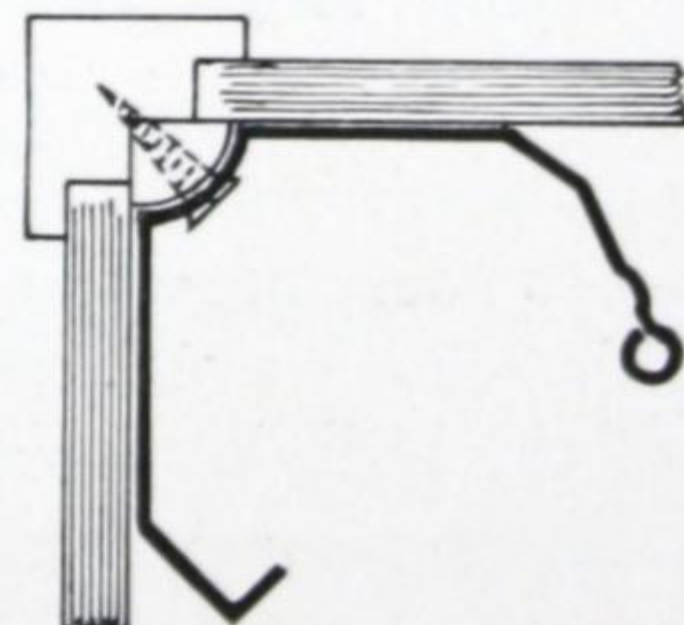
When other than regular nickel finish is desired to match case, specify kind of wood in case.



B1 all Glass Case



B2 Flat Rail Case



B3 Round Rail Case

Details of Reflector Brackets

5. Type of Bracket

Bracket designation refers to type of case only. Similar for all types of reflectors. For Brackets for No. 1, 2, 10 or 15 reflector in flat rail case, specify "B2," etc.

L. ERIKSON ELECTRIC COMPANY

WALL CASE LIGHTING



Wall Cases, R. H. White Co., Boston, Mass.

THE value of good wall display case lighting is clearly indicated in the above installation.

Wall Case Lighting

THESE cases, which are highly important from a sales standpoint, are very often made useless from the lack of proper illumination. Owing to the large number of styles found in these cases, no one type of reflector can effectively take care of more than one type. For this reason the ERIKSON Company has developed a line of reflectors designed to take care of the individual conditions.

In general the No. 615 reflector will take care of the average case equipped with glass shelves. In cases having mirror in the back the No. 620 reflector should be used to prevent objectionable reflections of the lamps in the mirrors.

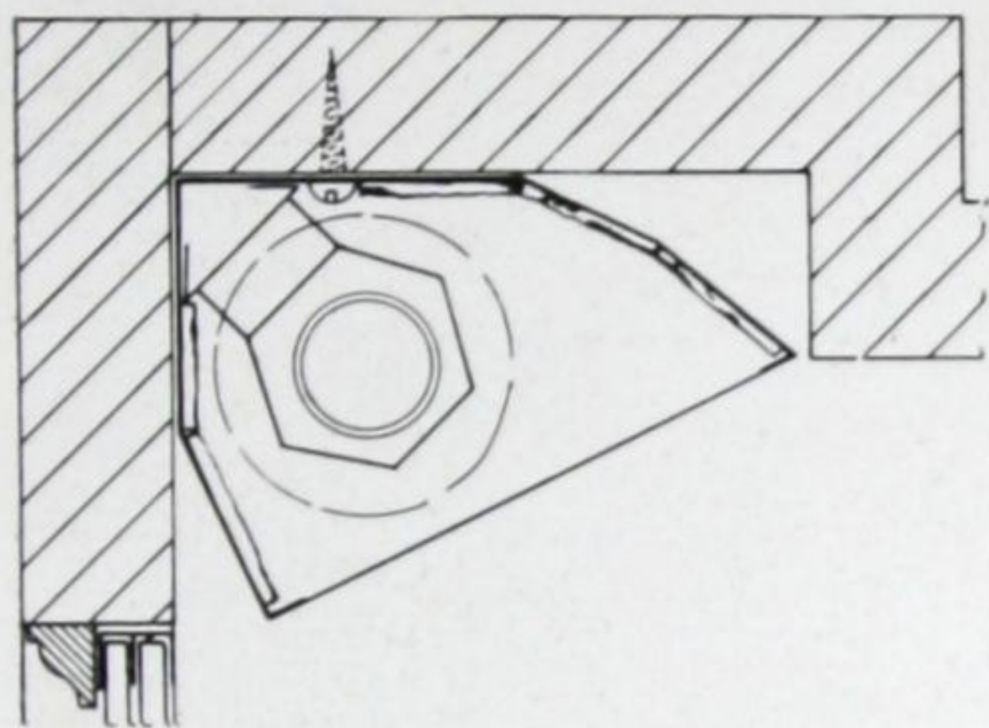
The No. 618 reflector is used in wall cases where the rail above the doors is not deep enough to shield the No. 615 reflector from view, and in cases where the spectators are permitted to come close to the case, as would be true where no floor case occurs immediately in front.

L. ERIKSON ELECTRIC COMPANY

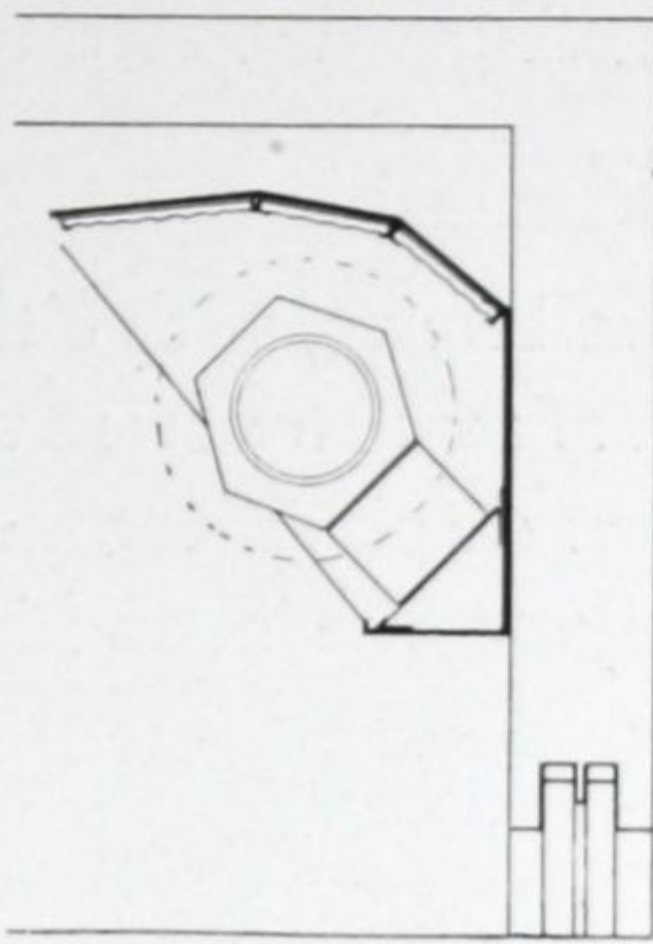


WALL CASE REFLECTORS

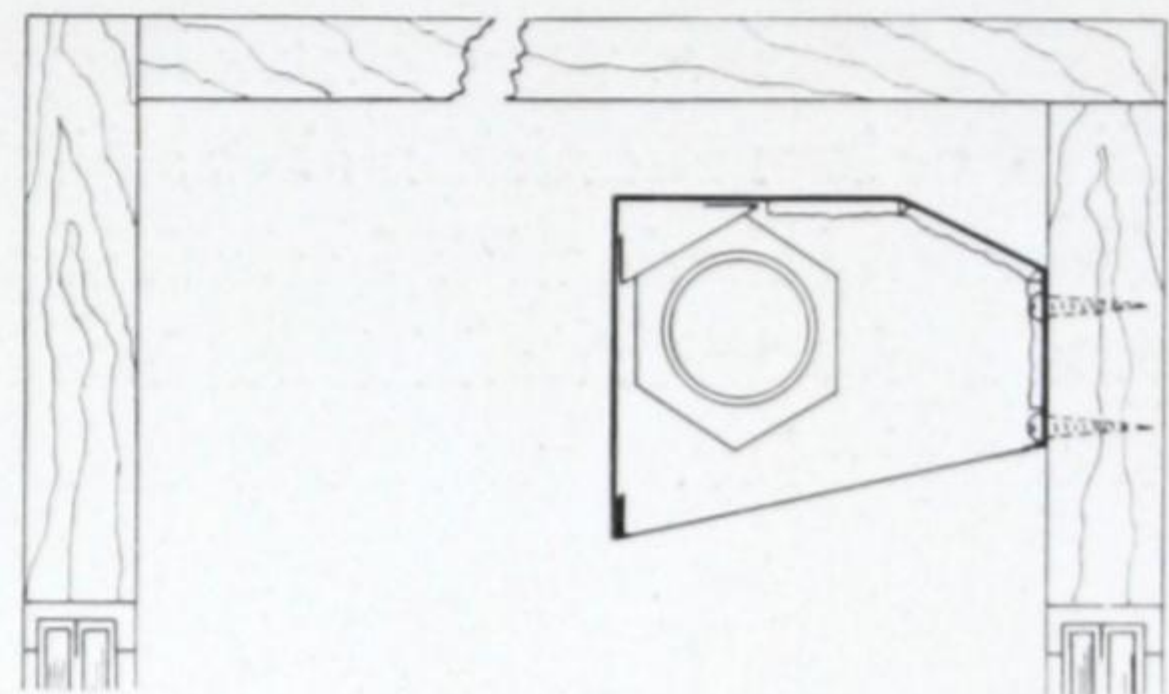
The No. 611 wall case reflector is used in large wall cases where the space above the doors is very limited, and where floor cases occur directly in front of wall cases.



Reflector No. 611

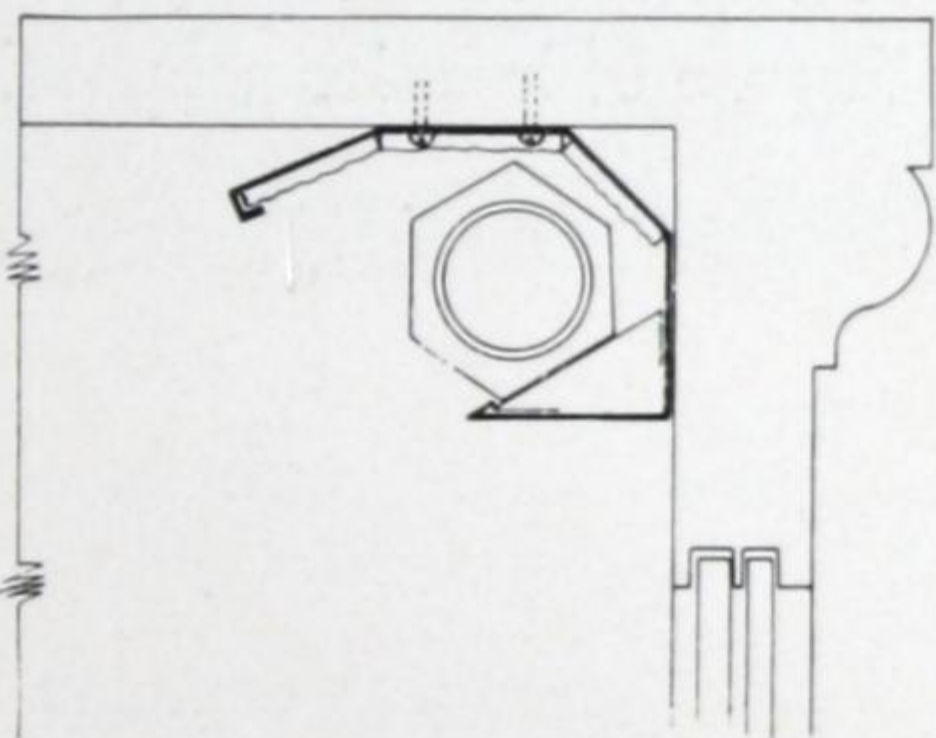


Reflector No. 615

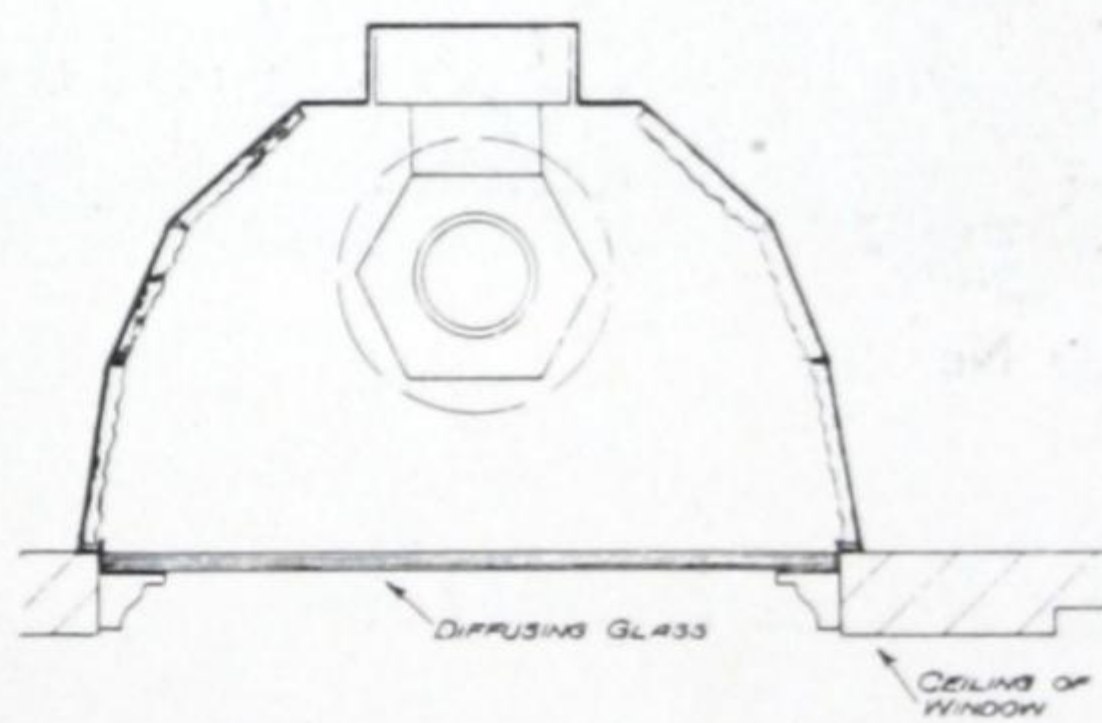


Reflector No. 620

The No. 645 reflector is recommended for island cases, and for cases which have no rail above the doors to conceal the reflector. This reflector may be furnished with either a glass plate in the top of the case, or may be furnished with hinged drop door mounted directly on the reflector.



Reflector No. 618



Reflector No. 645

Reflectors No. 611, 615 and 645 are designed to take standard Edison base pear shape lamps up to and including the 50 watt size.

The No. 618 and 620 reflectors are designed to take standard Edison base tubular lamps in either 25 or 40 watt sizes.

Sockets are regularly furnished on 15 to 18" centers.

The above reflectors are mirror lined, and are furnished in steel, with a sprayed bronze finish.

(Cuts $\frac{1}{4}$ full size)

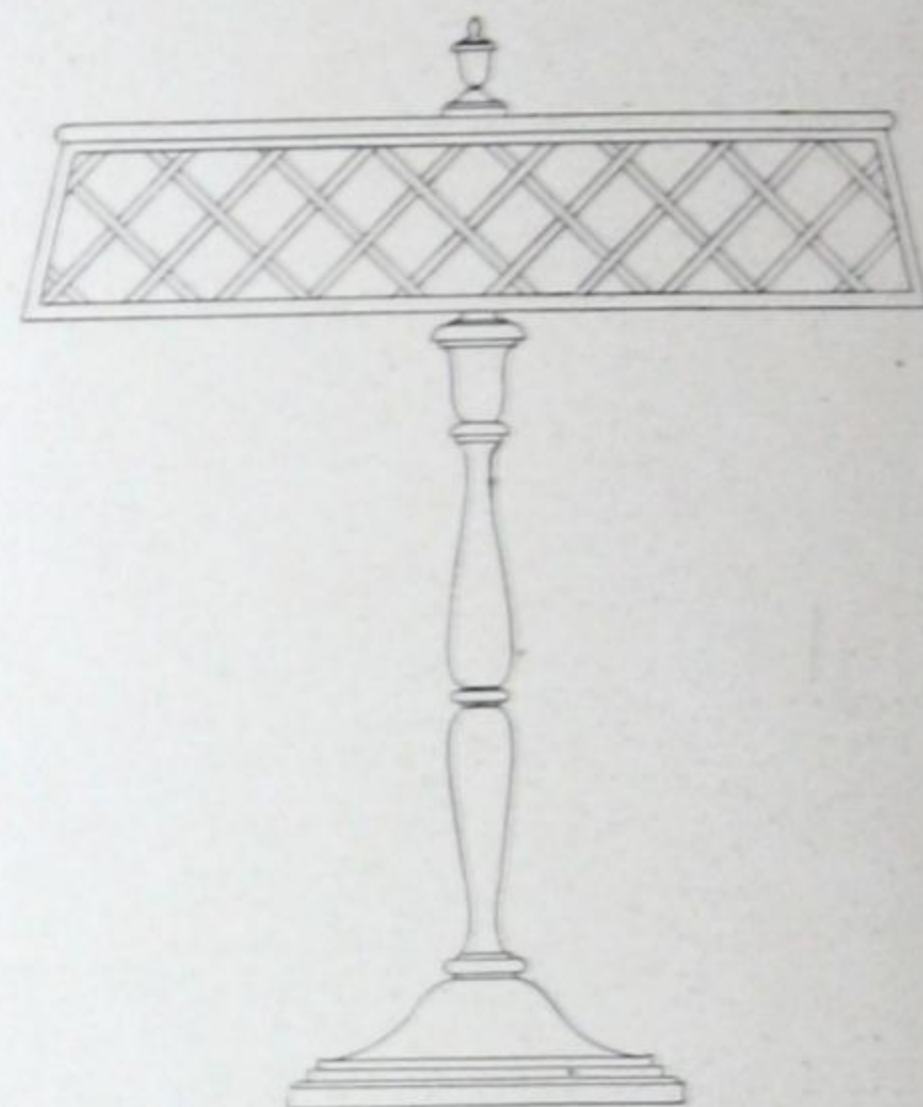
L. ERIKSON ELECTRIC COMPANY



COUNTER LAMPS AND FITTING ROOM REFLECTORS

IN a large number of cases the nature of the merchandise makes the use of reflectors within the show case prohibitive, due to the heat generated. In high grade confectionery shops, attractive counter lamps have proven quite effective in adding color to the general appearance, as well as adding to the selling value of the display.

The No. 730 counter lamp in cast bronze, with either silver or bronze finish, makes a distinctive fixture for store use. The metal shade with Cathedral glass panels gives an atmosphere of warmth which adds naturally to the attractions of the display.



Reflector No. 730



Reflector No. 735

BOTH of these units are equipped with twin pull socket designed for Mazda pear shaped lamps up to 50 watt size.

The No. 735 counter lamp in bronze affords an excellent unit for jewelry and similar cases where a fixture of heavier proportions is desired.

Fitting Room Reflectors

The No. 50 fitting room reflector affords an ideal fixture for fitting room use. The light is directed upon the clothing and away from the mirror, thereby eliminating objectionable glare from the light source in the mirror.

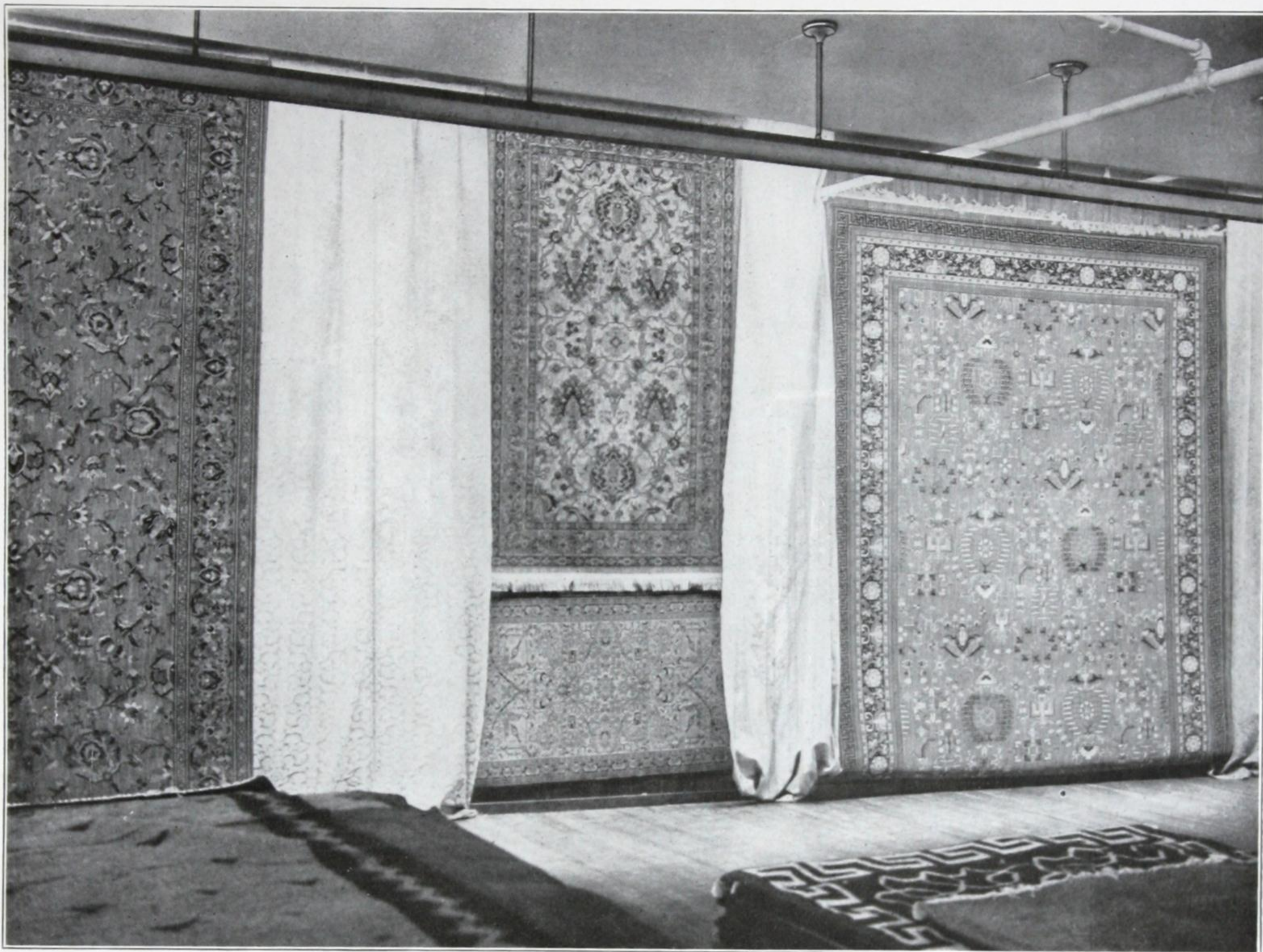


Reflector No. 50

This unit is lined with fluted mirror, and provided with hinged diffusing glass door in bottom. Regularly furnished in brushed bronze.

L. ERIKSON ELECTRIC COMPANY

RUG RACK LIGHTING



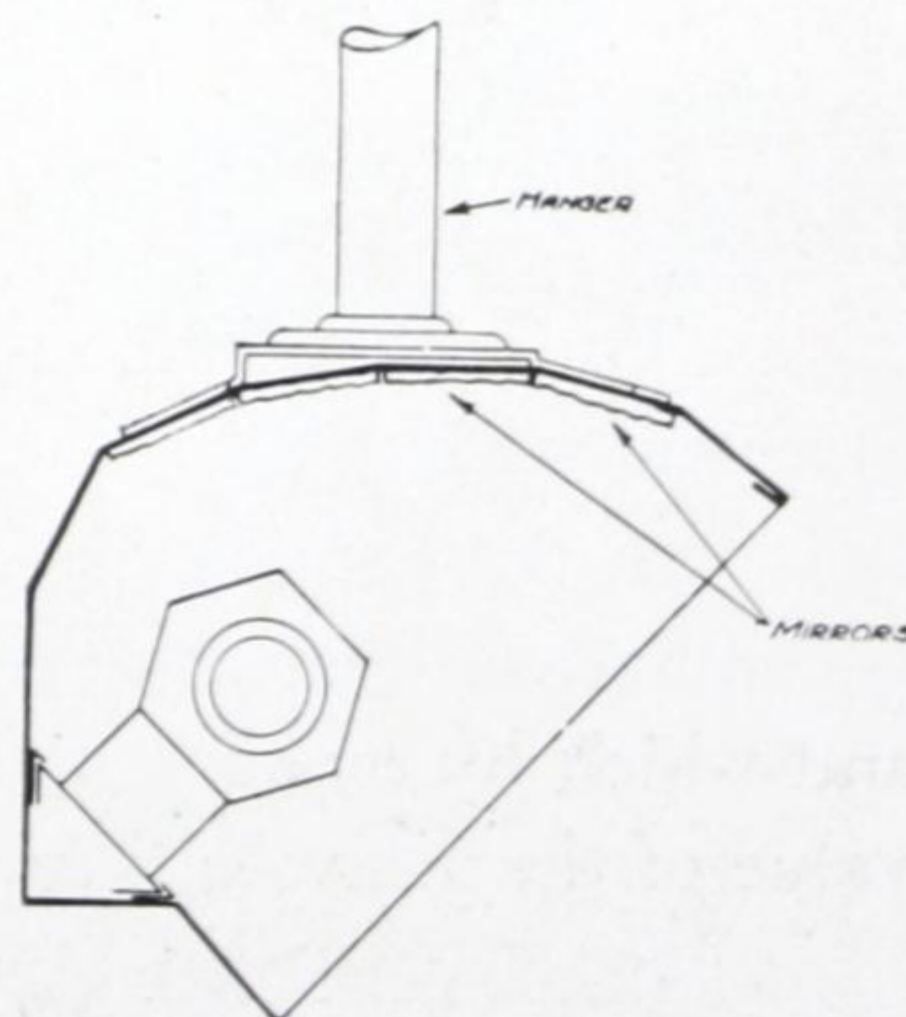
Jordan Marsh Co., Boston

As illustrated above, the proper illumination of rugs can do more in assisting sales than any other single item.

Rug Rack Lighting

THE unquestionable superiority of the continuous trough type reflectors for this work has been conclusively proven. The uniformity of the illumination of the rugs, the lack of any accompanying glare in the range of vision, and the high efficiency have all combined to establish the popularity of the system.

Mirror lined rug rack lighting reflectors are regularly furnished in steel with sprayed finish to match surrounding equipment. ERIKSON porcelain sockets are regularly furnished on 12" centers. 50 to 75 watt blue daylight lamps are recommended for this service. Pull switches controlling alternate lamps are furnished at slight additional cost.



Reflector No. 65
(Cut $\frac{1}{4}$ full size)

L. ERIKSON ELECTRIC COMPANY

PICTURE LIGHTING



The Shepard Co., Providence, R. I.

As shown in the accompanying illustration, the pictures are free from reflected images from adjacent objects in the room, while the coloring and detail of the pictures are brought out in their fullest extent.

Picture Lighting

THE selling value of proper lighting for pictures, especially when glazed, cannot be overestimated.

In the ERIKSON system the light source is concealed within a continuous casing, which harmonizes with the surroundings, reflects light at the proper angles on the pictures, and which by making the light source inconspicuous does not detract from the attention value of the pictures themselves.

Improper lighting defeats its own purpose by causing images to be reflected from the face of the glass, which not only prevents appreciation of the picture itself from inability to discern detail and color, but causes eye strain with its attending loss of interest.

L. ERIKSON ELECTRIC COMPANY

PICTURE REFLECTORS

AS illustrated in figure No. 11, the reflector must be placed so that the reflected light from the glass covering the picture will be at an angle below the line of vision of the spectator.

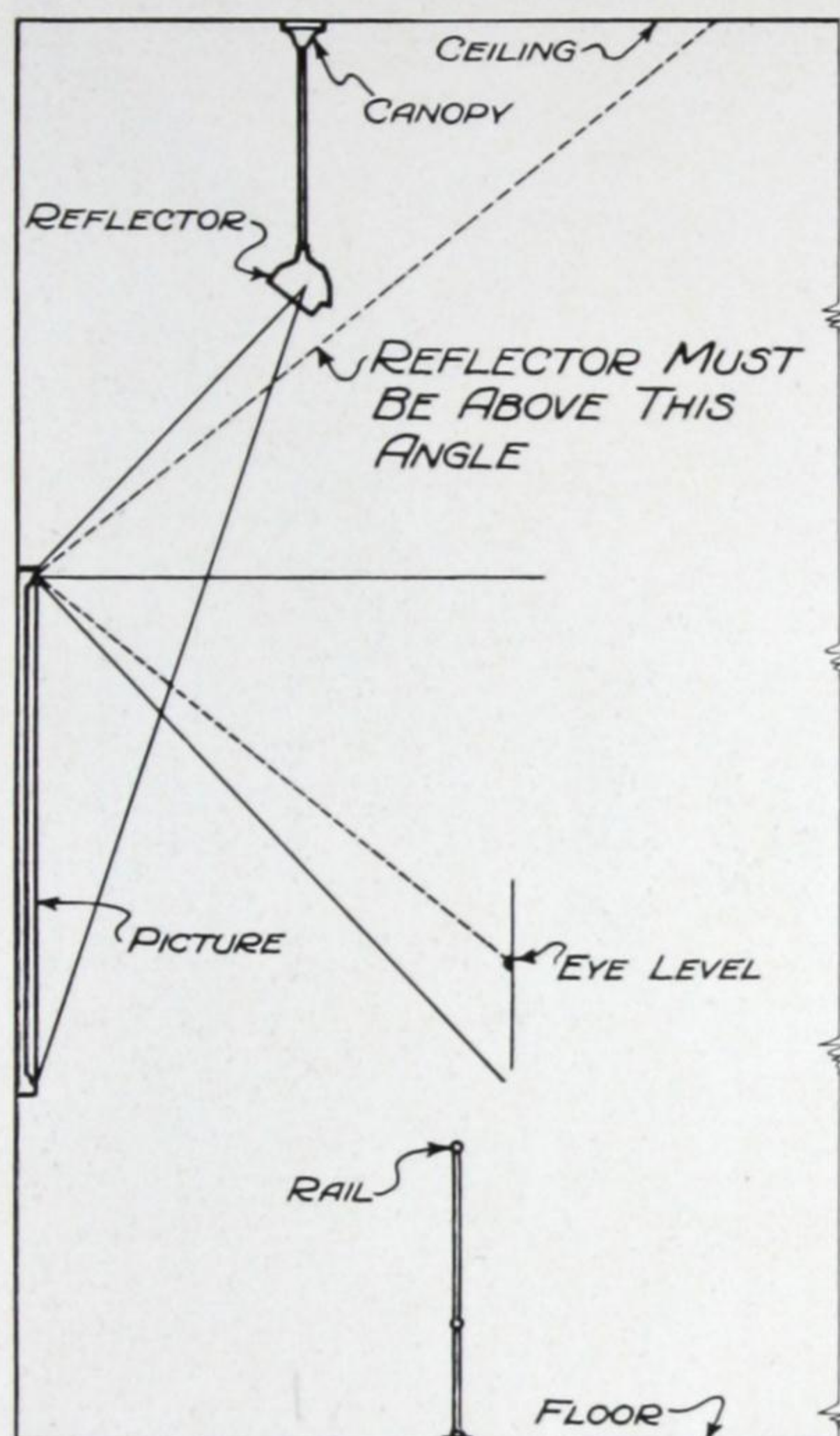


Fig. 11

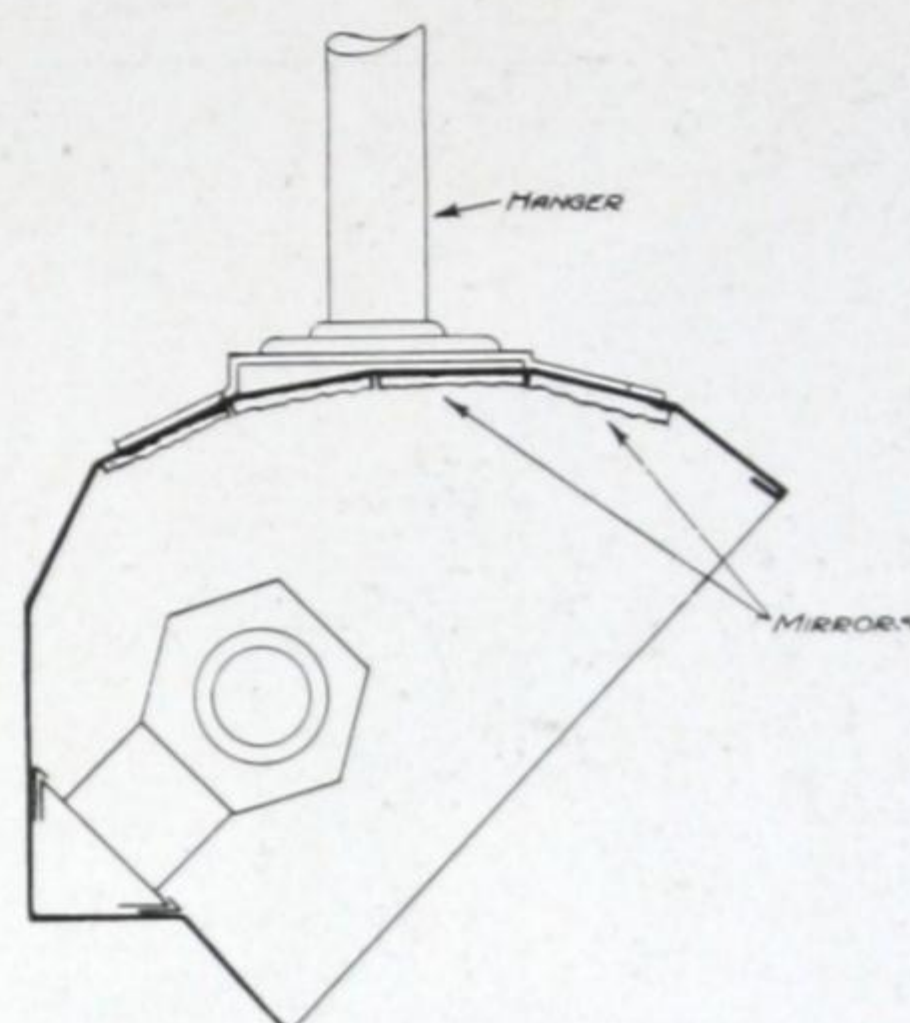
Diagram of picture gallery showing relation of reflector to picture.

50 WATT Mazda daylight lamps are recommended for this service for bringing out the color values of pictures.

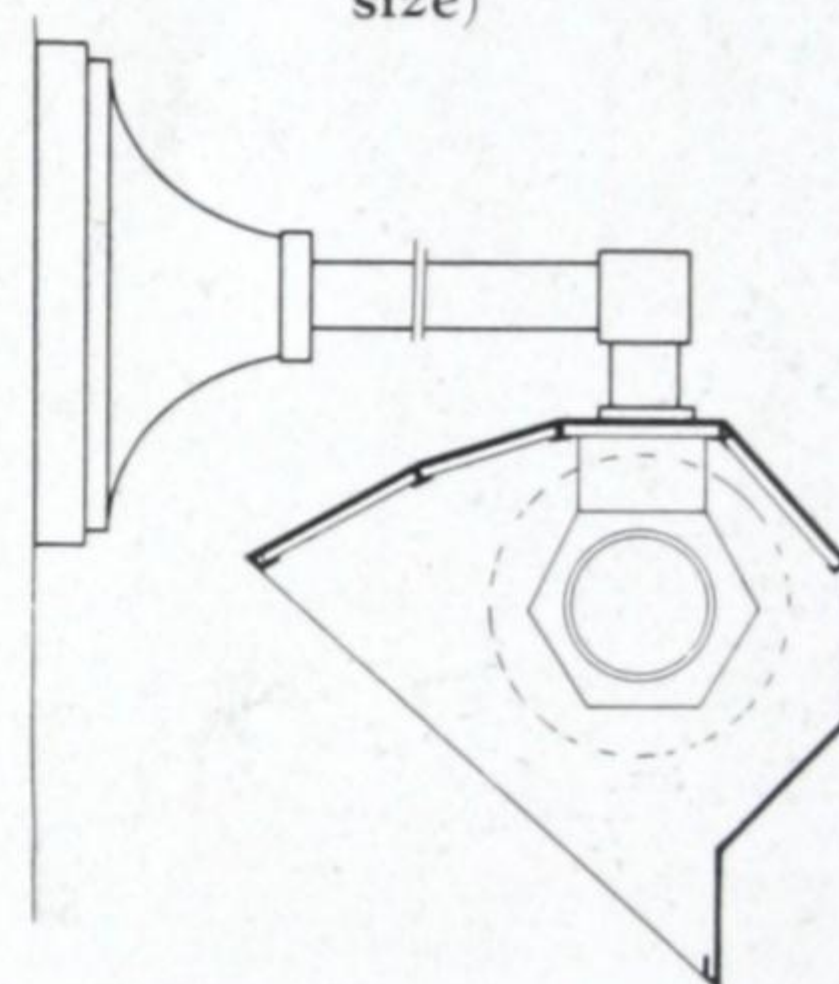
The No. 85 reflector is regularly furnished in steel, with sprayed finish. The reflecting surface is of fluted mirror.

ERIKSON porcelain sockets are furnished wired complete on 12" centers.

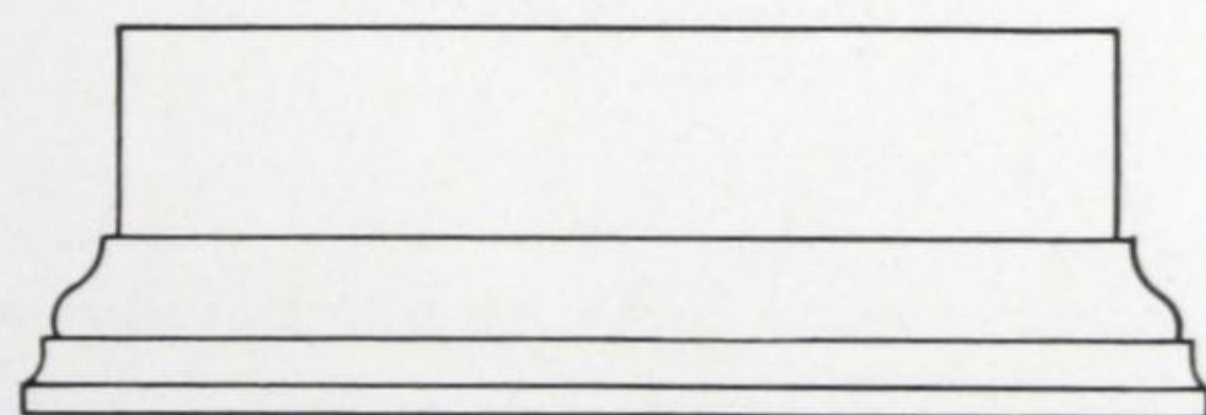
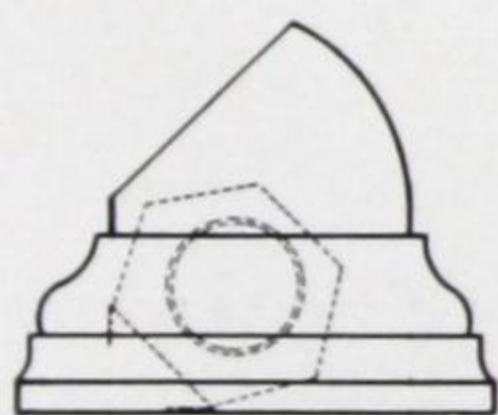
The No. 87 reflector is designed for two Edison base pearshaped lamps and to mount directly upon outlet box in wall over picture.



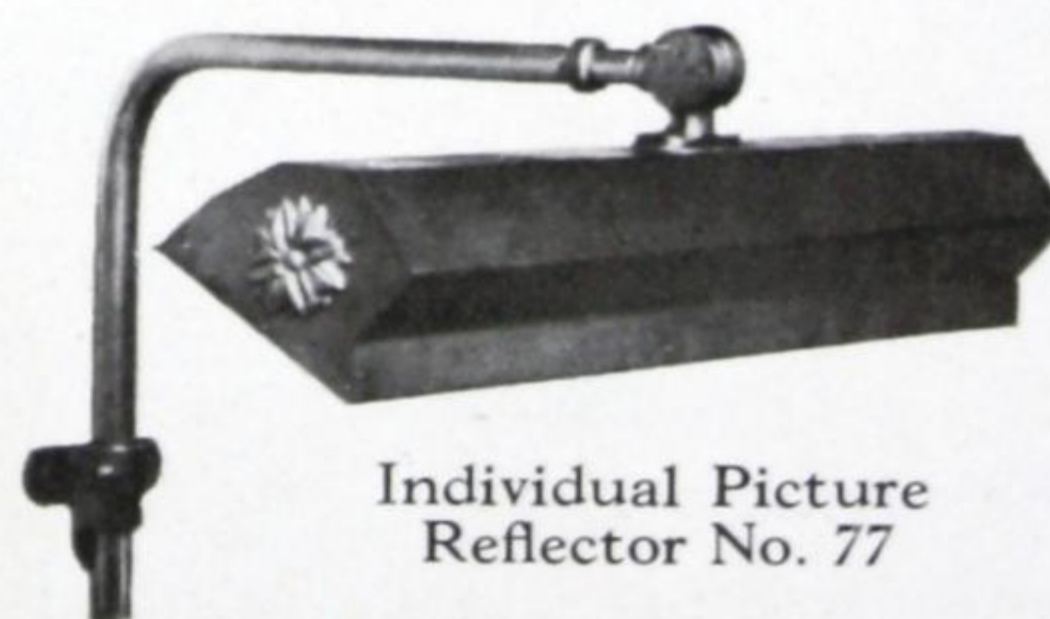
Picture Gallery Reflector No. 85 (Cut $\frac{1}{4}$ full size)



Individual Picture Reflector No. 87 (Cut $\frac{1}{4}$ full size)



Reflector No. 80 (Cut $\frac{1}{4}$ full size)



Individual Picture Reflector No. 77

The No. 80 reflector is designed to rest on the mantel directly under the picture and is equipped with twin socket for tubular lamps.

The No. 77 reflector shows a typical reflector designed for tubular lamps and to mount on the back of a picture frame.

INDIVIDUAL reflectors are regularly furnished in bronze. These reflectors may be furnished in steel with a sprayed, or enamel finish where a less ornamental fixture can be used.

L. ERIKSON ELECTRIC COMPANY

CONCEALED COVE LIGHTING



Wellesley Congregational Church, Wellesley, Mass.

Cove Lighting

THE unlimited possibilities afforded in cove lighting has hardly been appreciated by the average architect. As shown in the above illustration, a uniform illumination over the entire room is secured, which is especially desirable in an institution of this kind, from the view point of the comfort afforded the congregation; furthermore, the architectural detail and general color scheme is brought out to its fullest extent.

This form of lighting is of great assistance to the architect in securing the final effect of the treatment, which is so often lost due to distortion through improper lighting.

L. ERIKSON ELECTRIC COMPANY

COVE REFLECTORS

IN spite of the fact that the relation of the cove to the ceiling area is the greatest single factor in the proper design of this type of illumination, this point has seldom received the proper consideration at the stage of the work when this item is determined.

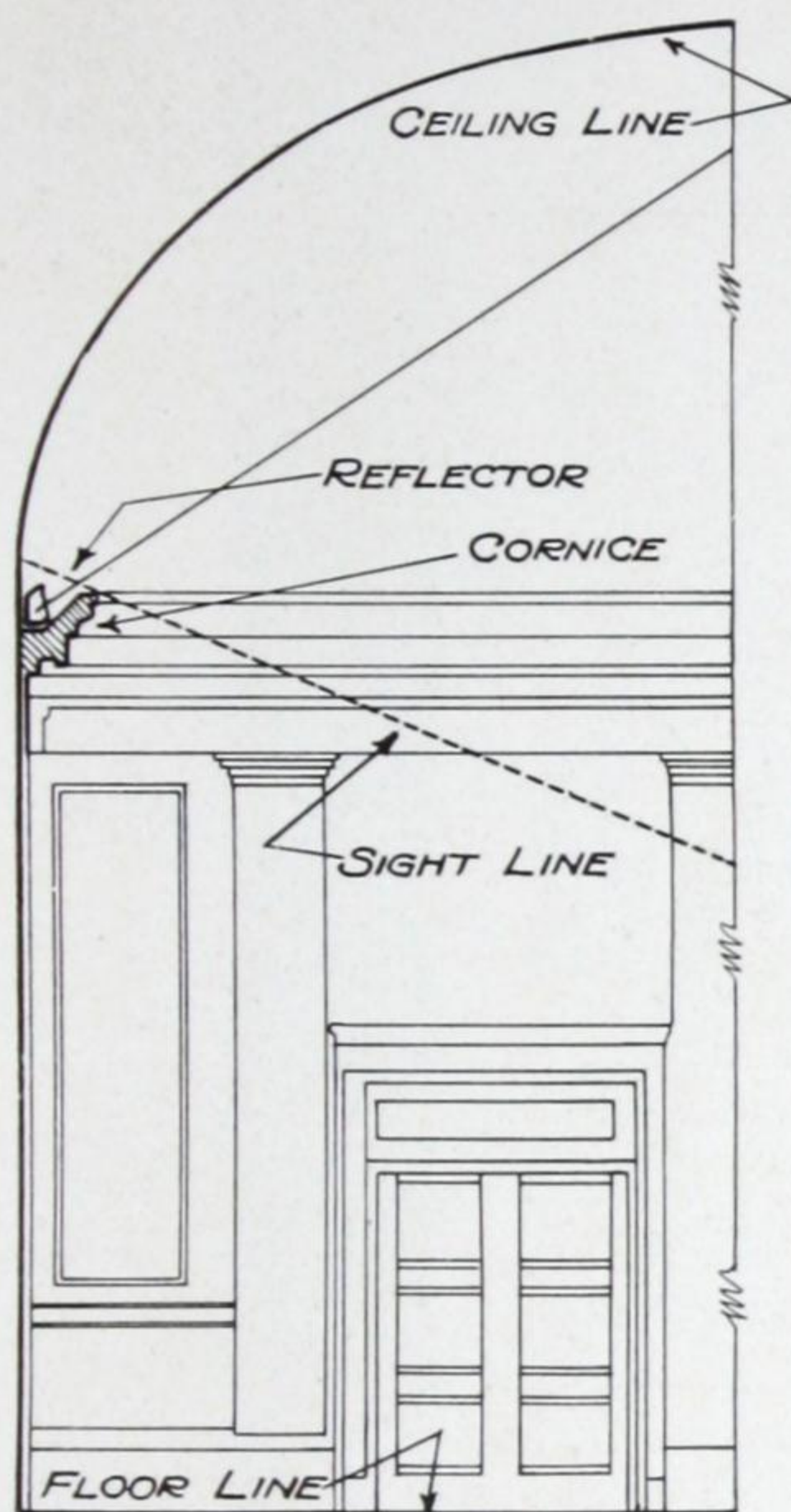
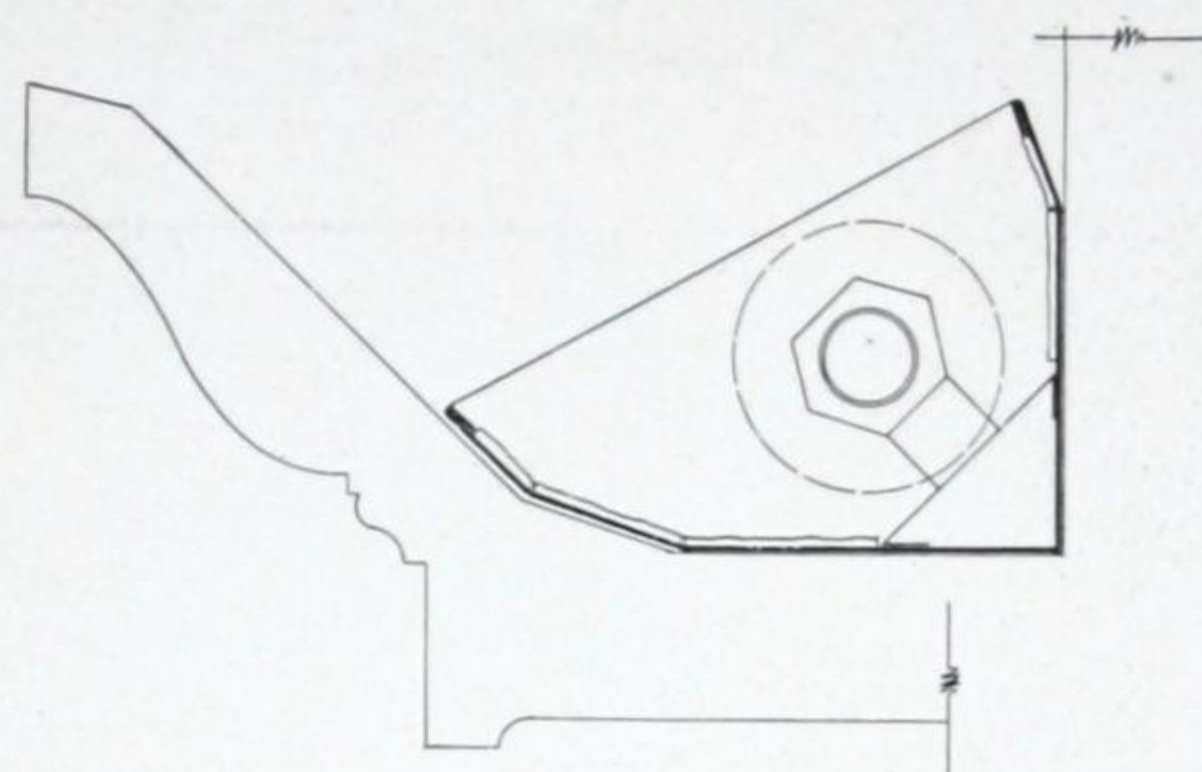


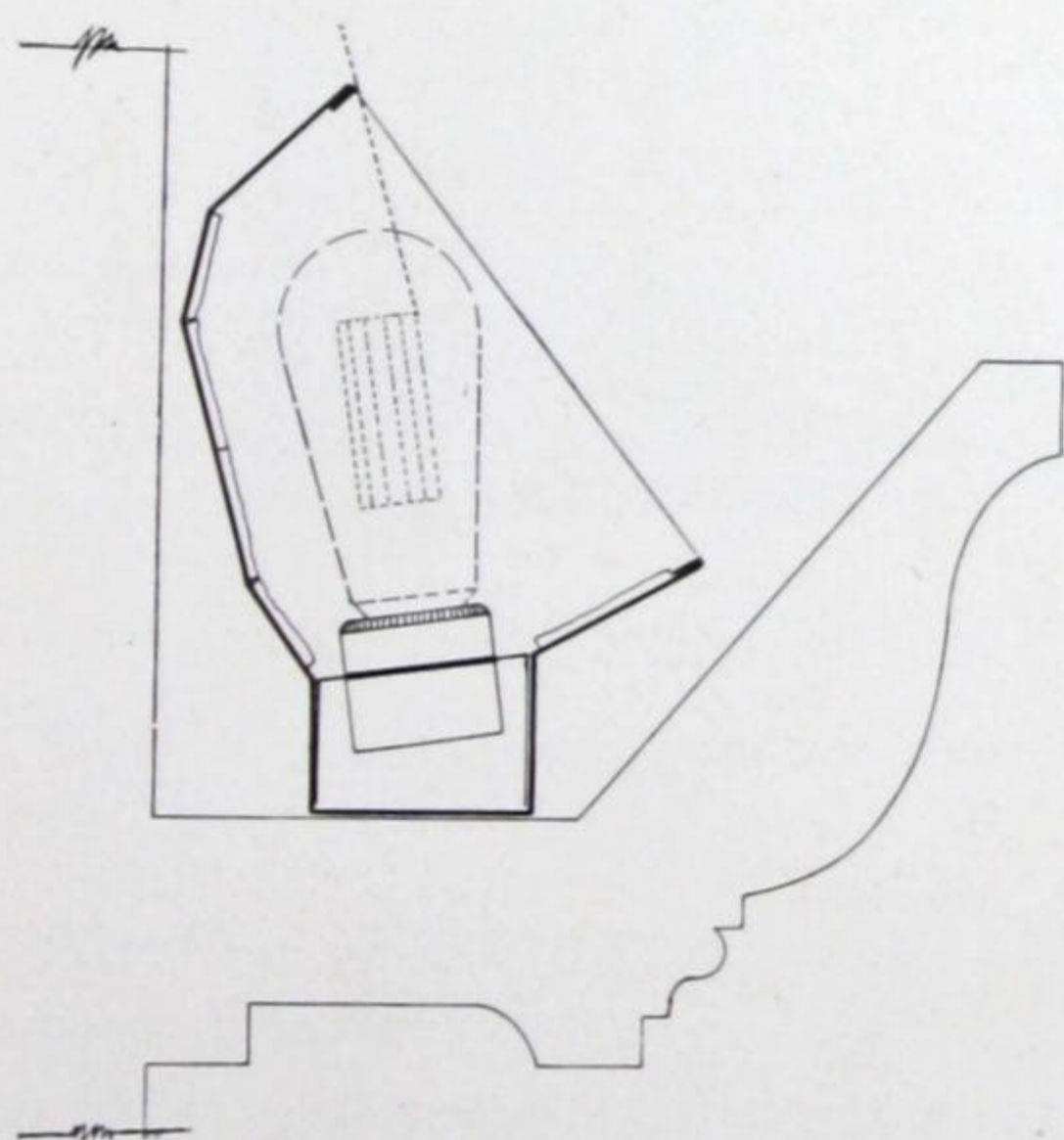
Fig. 9



Reflector No. 810 (Cut $\frac{1}{4}$ full size)

It may safely be said that the design and location of the cornice will have a greater effect on the final lighting results than the design of the reflector itself. In a great many cases a more costly reflector has been made necessary through the improper design and location of the cornice.

In figure No. 9 the ideal conditions of cove lighting are indicated. As can be seen from this figure, the utilization efficiency of the reflector in this case would be very high, whereas in reference to figure No. 10 the utilization will be considerably decreased owing to the necessity for redirecting a large number of the light flux.



Reflector No. 815 (Cut $\frac{1}{4}$ full size)

In all cases, however, two fundamental points should be borne in mind; first, that the working area of the reflector within the cove is determined by the sight angle; and second, that the angle of maximum distribution must be in the direction of the center of the ceiling. A common fault found in a great many installations is due to the cornice obstructing the light at this angle.

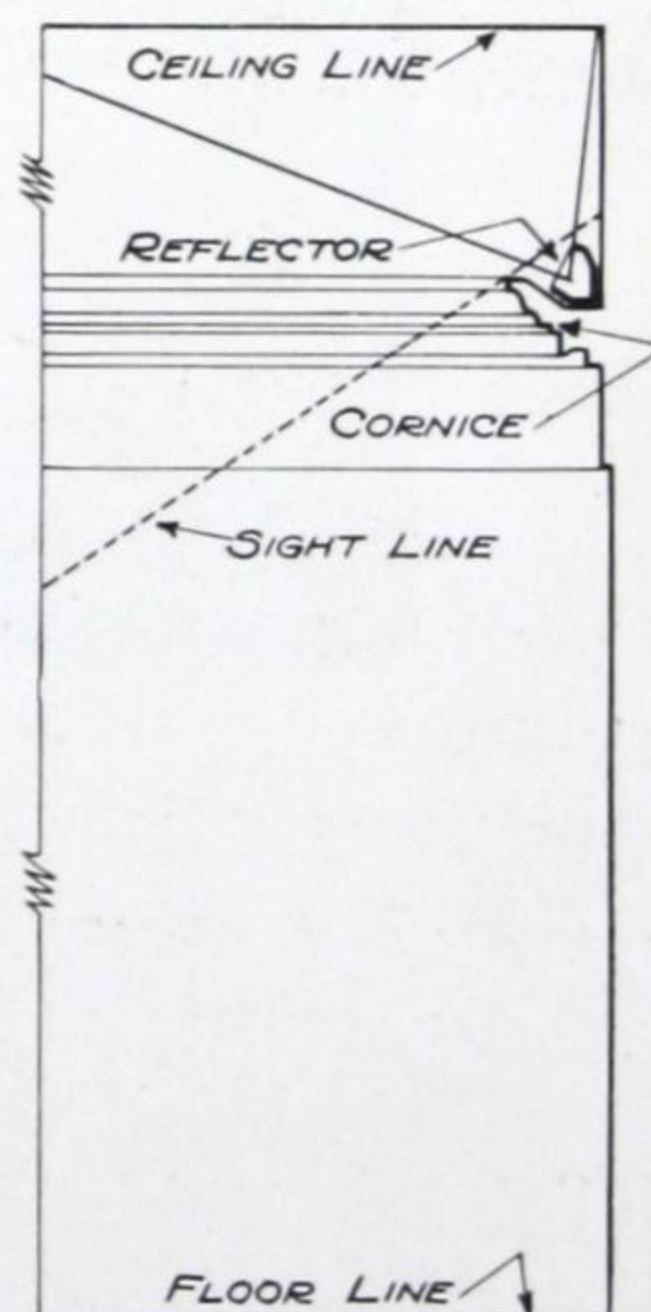


Fig. 10

CHURCH ILLUMINATION



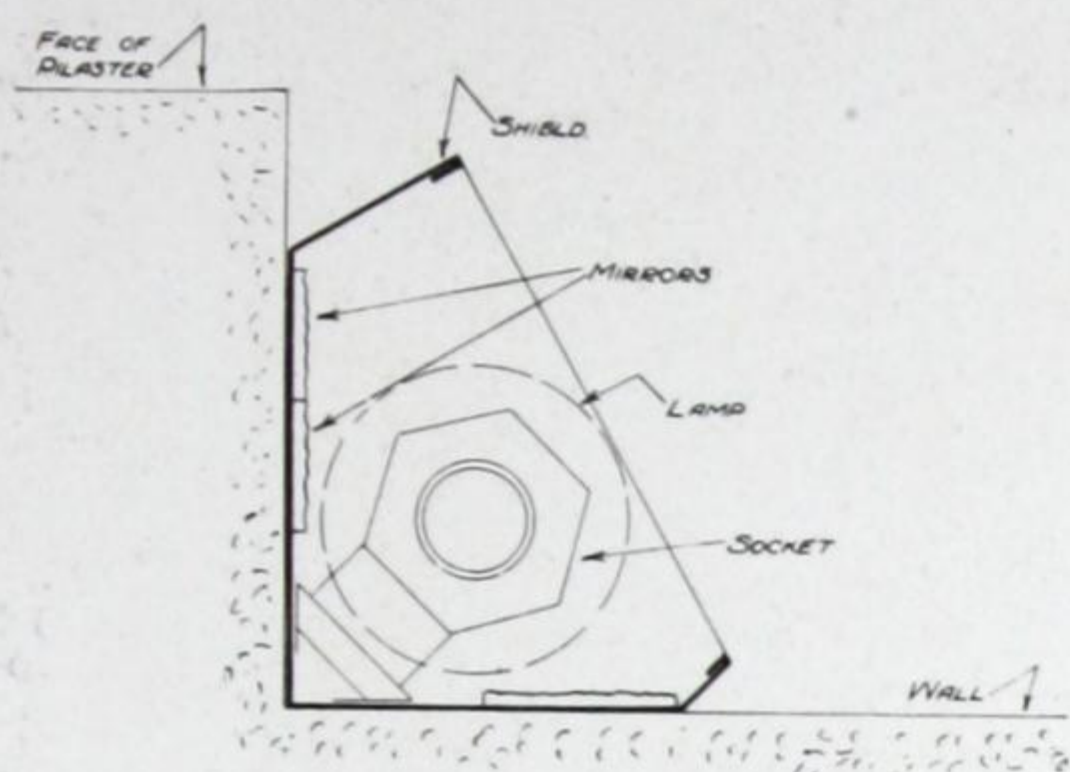
The Church of the Immaculate Conception, Boston, Mass.

THE above illustration shows the striking effect secured through the use of concealed chancel arch reflectors.

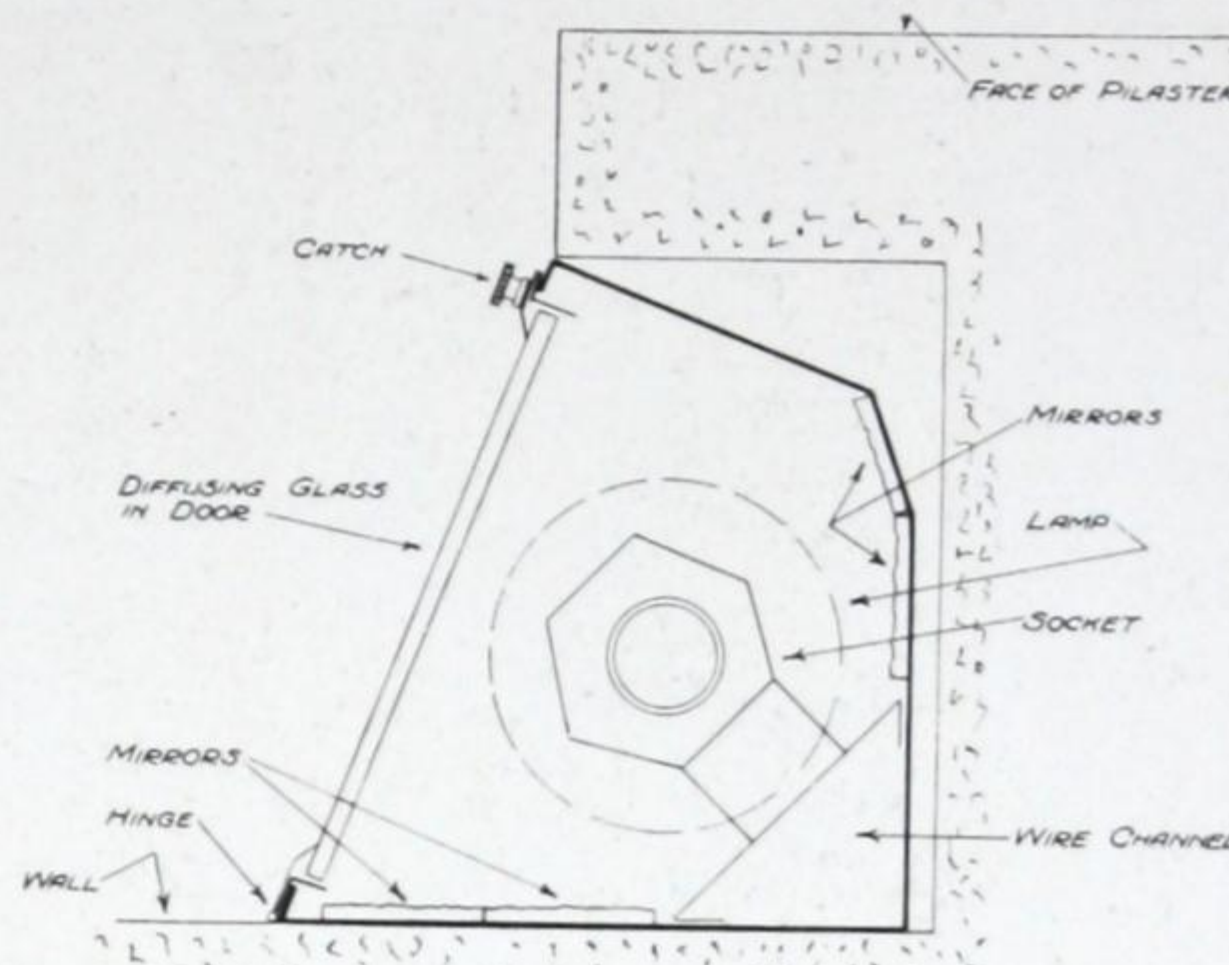
The beauty of the color and detail is brought out to the fullest extent by this method of lighting. This is especially true of the mural paintings, which owing to the large amount of dark color generally found are extremely difficult to illuminate with any other type of lighting.

L. ERIKSON ELECTRIC COMPANY

CHURCH CHANCEL ARCH AND PULPIT REFLECTORS



Reflector No. 502
Open Type



Reflector No. 503
Showing Diffusing Door

Chancel Arch Reflectors

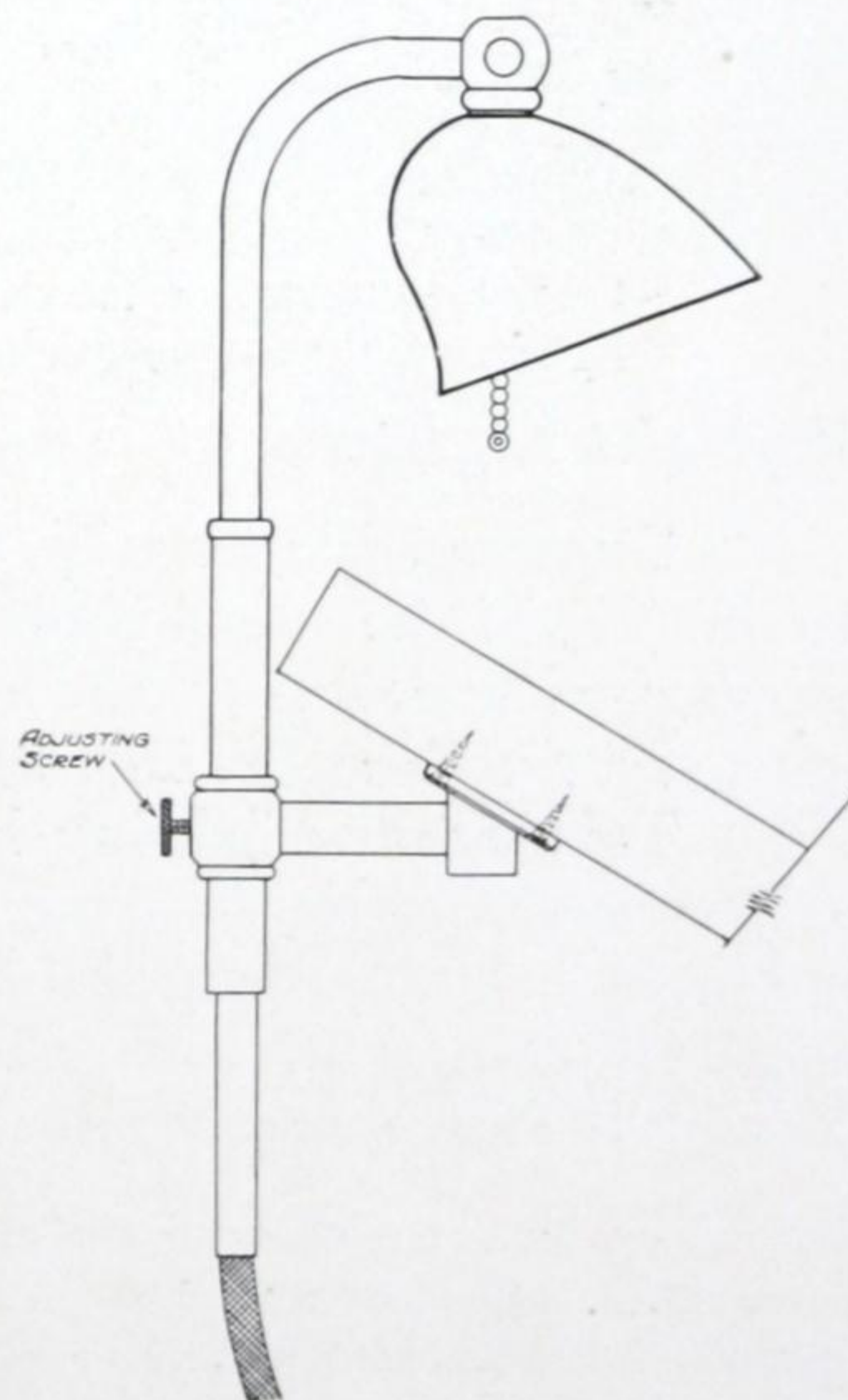
IN the selection of chancel arch reflectors two major considerations should be borne in mind; first, that no light source be visible from the auditorium, and second, the light sources within the normal range of vision from the altar or pulpit should be equipped with diffusing mediums to prevent glare. ERIKSON chancel arch reflectors are designed with cut-off shields to conceal the light source, and equipped with diffusing glass doors, when within the normal field of vision.

Pulpit Reflectors

ERIKSON pulpit light reflectors are designed to protect the speaker's eyes, and to conceal the source of light from the congregation.

Vertical adjustment is an essential requirement in this type of fixture, due to the fact that speakers of ranging height must use the same unit.

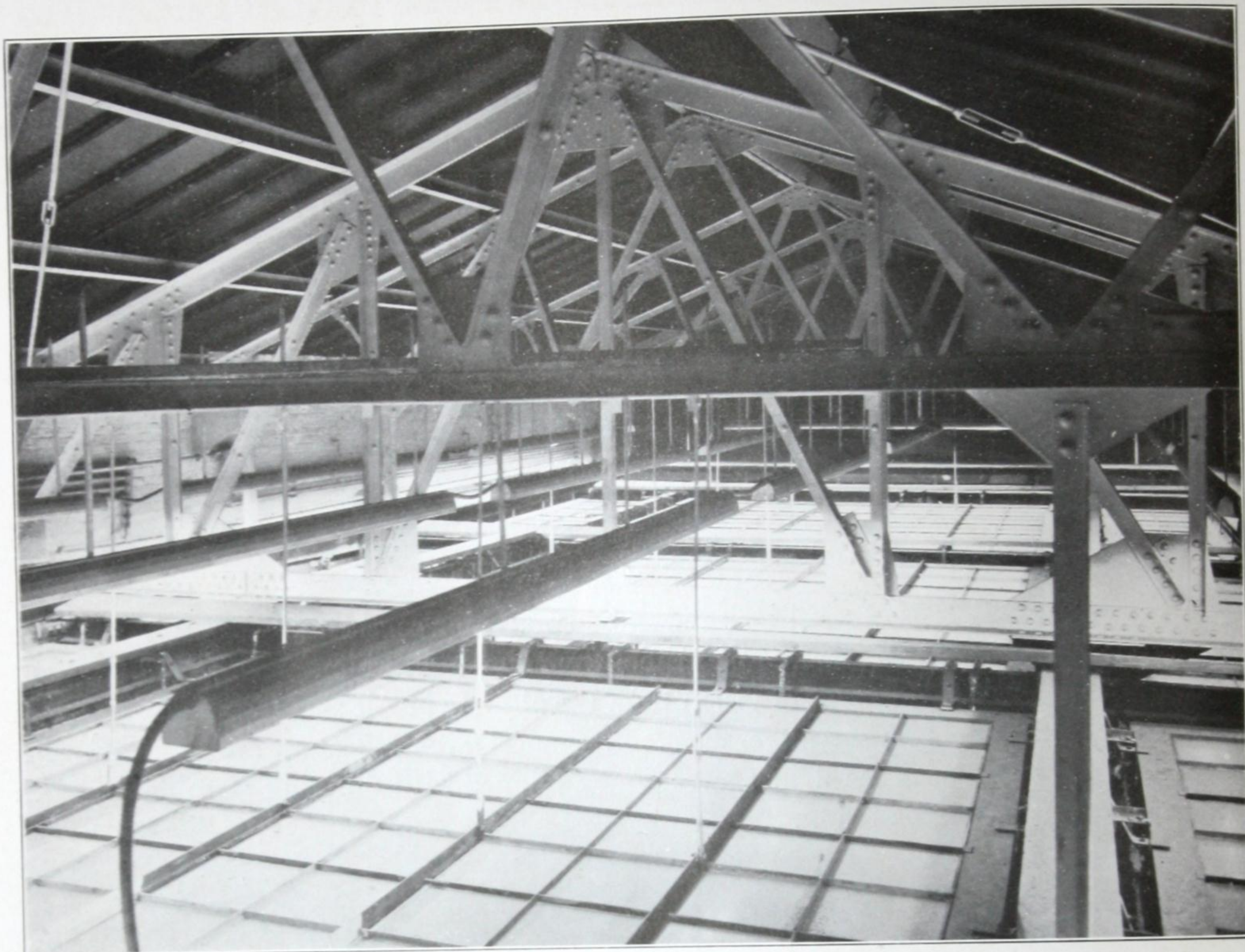
This fixture is regularly finished in dark oxidized bronze to make it as inconspicuous as possible. It is regularly furnished with twin pull socket for 25 watt tubular lamps.



Reflector No. 521

(Cuts $\frac{1}{4}$ full size)

SKYLIGHT ILLUMINATION



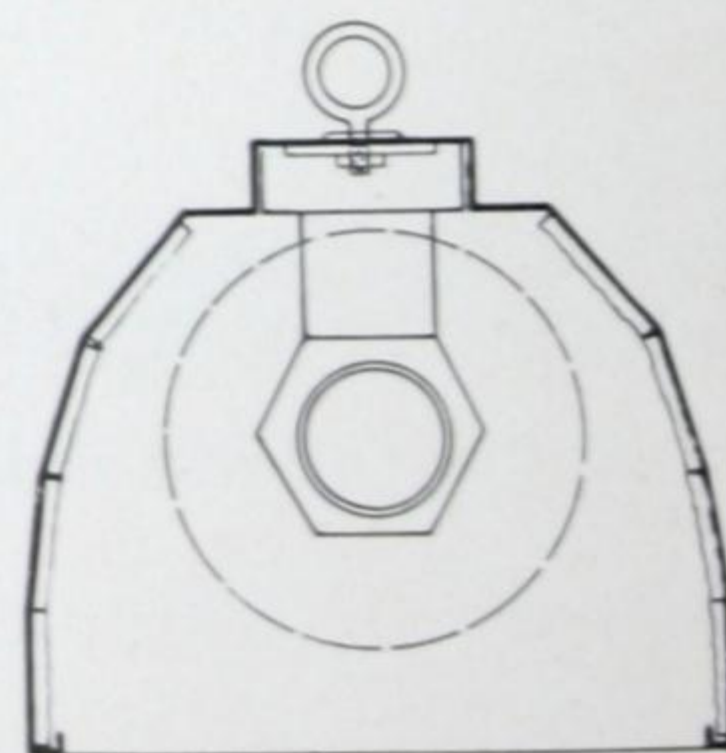
OWING to nature of the design, the utilization factor is high, as compared to decorative lighting fixtures, inasmuch as the light is distributed directly downward.

Skylight Lighting

GENERAL illumination from concealed reflectors above the sub-skylight has always been a popular method, due to the even distribution of light, and the pleasing effect which can be secured.

This form of lighting has proven particularly satisfactory for banking rooms, auditoriums and lobbies. Unlimited possibilities are afforded in tinted illumination, such as might be secured through the use of amber glass in the skylight sash.

REFLECTOR No. 1101 shows a typical design for this type of work. These reflectors are of steel, with mirror lining, and equipped with ERIKSON porcelain sockets, spaced to provide correct distribution and intensity.



Reflector No. 1101

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CONCEALED VAULT ILLUMINATION

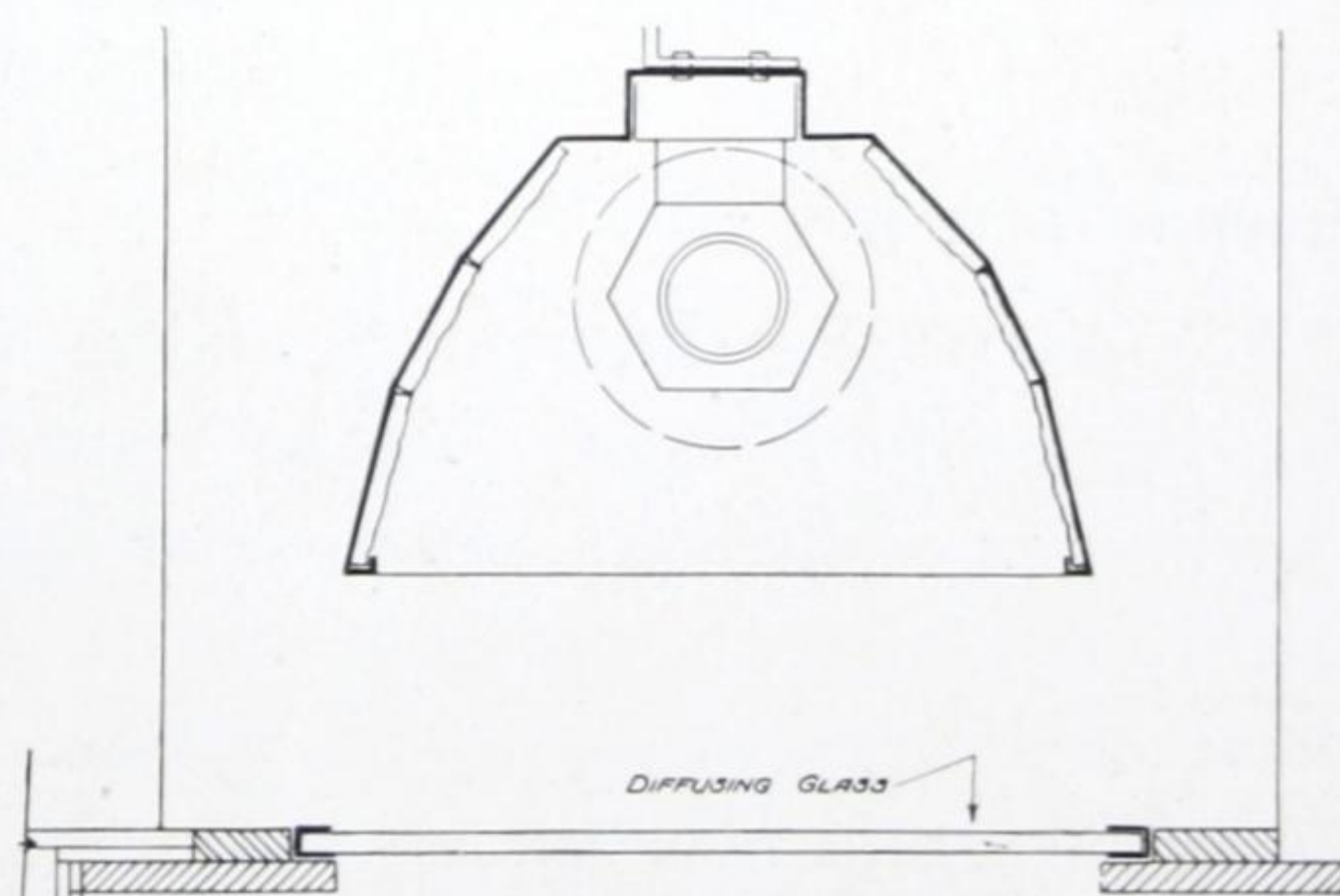


PROPERLY designed concealed reflectors located directly above the boxes, and directing the light on the faces of the same furnishes ideal illumination.

Concealed Vault Lighting

Reflectors concealed above a diffusing glass panel in a furred ceiling, in addition to lighting the number plates, provide the necessary general illumination, without the specular reflection from the polished steel surfaces which are exceedingly objectionable from the standpoint of comfort to the depositors.

REFLECTOR No. 5032 is typical of this type of work. This reflector consists of a steel, mirror lined, continuous trough, with ERIKSON porcelain sockets spaced to provide the proper distribution.



Reflector No. 5032

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STAGE ILLUMINATION

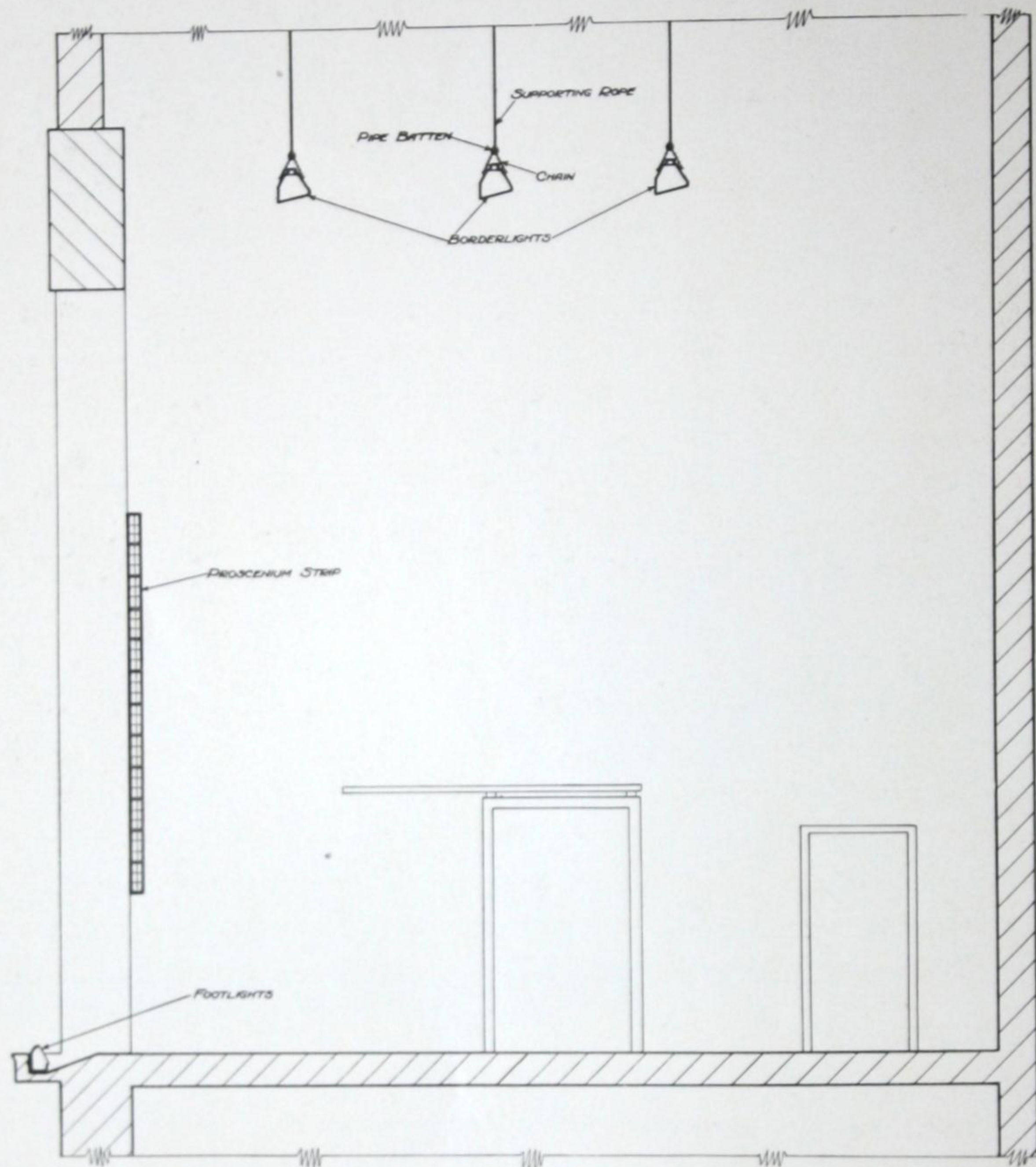


Figure 11

Cross Section of Typical Stage

Introduction

ALTHOUGH the fundamental principles of correct stage illumination are practically the same in all cases, certain features, such as the desired quantity, quality, the distribution of the light, and the economic conditions vary with each installation. It can be readily seen that the requirements of the small school house stage differ materially from those of a large theater. This company, recognizing the limited application of any one type of fixture, has developed a variety of designs, taking into consideration the conditions peculiar to each class of work.

L. ERIKSON ELECTRIC COMPANY



STAGE ILLUMINATION

Three groups into which stages may be divided, and which are treated in detail on pages 56 to 59 inclusive, are as follows:—

1. Large Theaters.
2. Large Auditoriums in Schools and Public Buildings.
3. Small Schools and Small Institutions.

Efficiency

WHILE requirements on the smaller stages do not involve any serious question of operating expense, this feature becomes of the utmost importance in the large theaters, where, due to the large quantity of light used, the efficiency of the equipment materially affects the profits of the house. For this reason, the mirror lined reflectors with correspondingly high wattage nitrogen lamps have replaced the open type reflector in the up to date theater. The lower operating cost of the type "X" reflectors more than warrants the higher initial outlay in a commercial theater.

Color Lighting

WHILE in the case of the small school house stage, satisfactory color lighting results may be secured by employing dipped, or colored glass lamps, the ever increasing quantity of color lighting required on the modern theater stage has called for equipment of greater efficiency and flexibility than is afforded by the former type. To meet this condition, the continuous trough type reflector, employing type "C" lamps in individual units, with color screen covers, has been developed, while the lower cost of color screens, as compared to color lamps, makes for greater flexibility at less expense, and reduces the lamp breakage.

When it is realized that from 20 to 95 per cent of the light, depending on the color, is absorbed by the color screen, the advantage of using the more efficient type "C" lamp becomes quite apparent. The following table gives the approximate absorption and transmission of the colors commonly found in stage lighting.

Absorption and Transmission of Color Screens			
COLOR	ABSORPTION PER CENT	TRANSMISSION PER CENT	WATTAGE TO PRODUCE SAME ILLUMINATION AS WITH UN- MODIFIED (WHITE) LIGHT PER CENT
Red	85-75	15-25	400- 600
Orange	70-50	30-50	200- 300
Yellow	40-20	60-80	125- 150
Green	80-90	10-20	500-1000
Blue	95-90	5-10	1000-2000
Purple	98-95	2-5	2000-5000

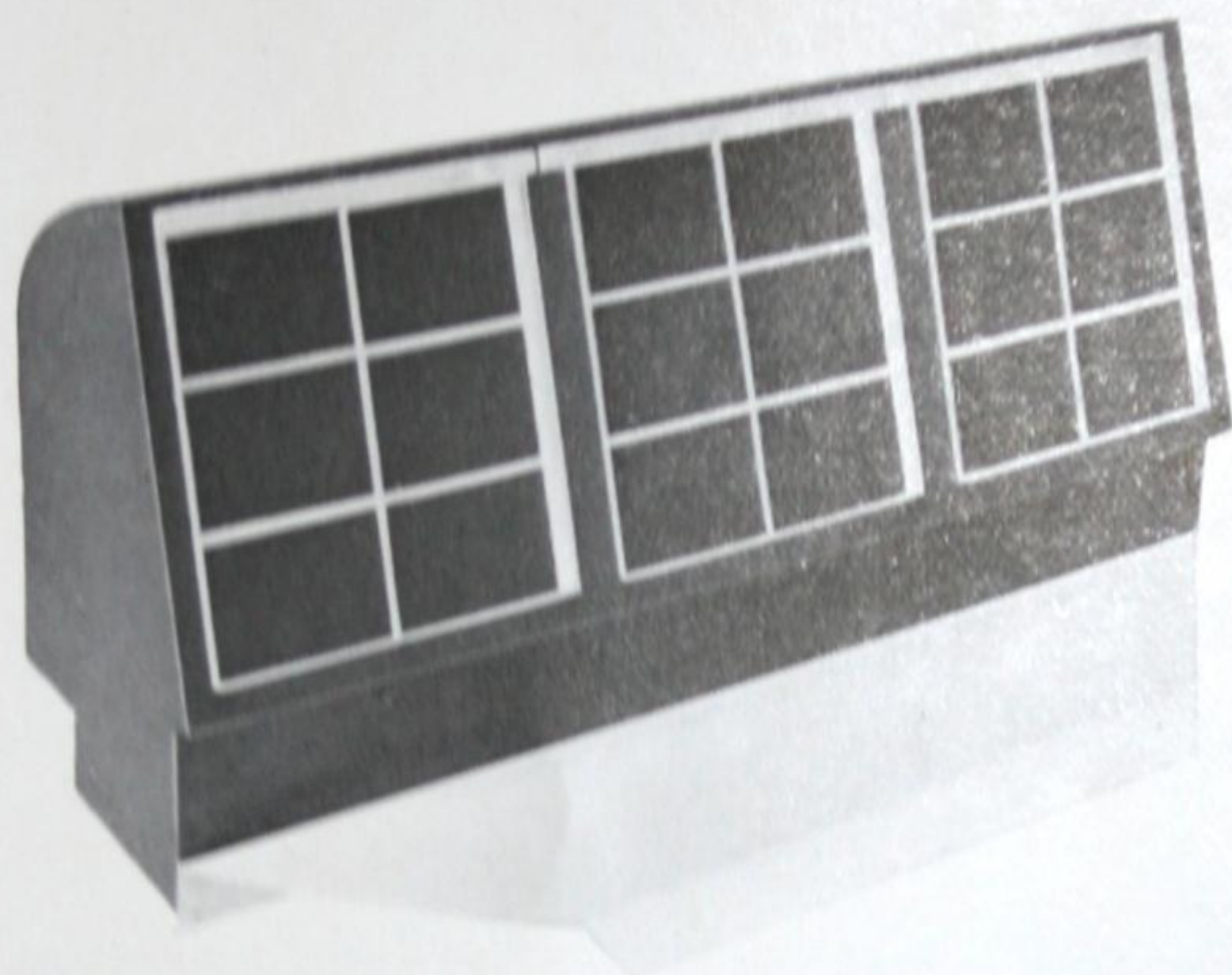
L. ERIKSON ELECTRIC COMPANY



STAGE REFLECTORS

FOOTLIGHTS AND BORDERLIGHTS FOR LARGE THEATERS

IN large theaters where color lighting is used extensively the type "X" reflector as shown below should be specified to afford correct distribution and maximum efficiency.



Section of Type "X-75" Footlight

Footlight Reflector Type "X-75"

THIS footlight is constructed of No. 20 gauge iron, substantially reinforced by steel braces. Color screen holders are designed to facilitate changing of screens.

Individual mirror reflectors provide for proper control of light distribution, and afford maximum efficiency.

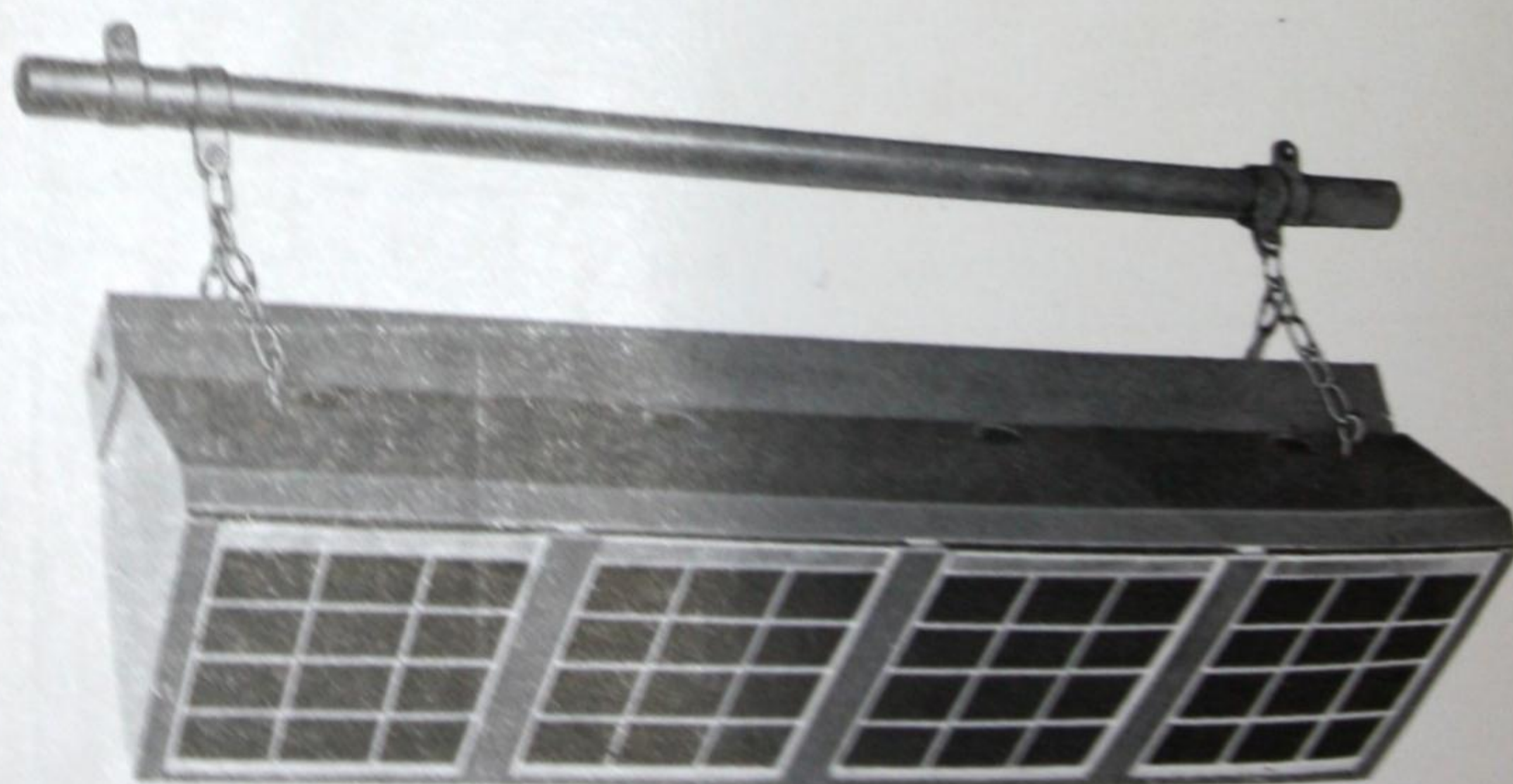
Reflectors furnished complete with wiring according to architects specifications. Junction box furnished at either end to facilitate connections to circuit wires.

Type X-75 Footlight for Type "C" lamps up to 75 watt.
Type X-150 Footlight for Type "C" lamps up to 150 watt.
Finished in black, outside.
Gelatin color screens and frames furnished at extra cost.

Borderlight Reflector Type "X"

THIS reflector is constructed with No. 20 gauge iron casing, rigidly braced with steel straps. Removable channel cover on top of reflector to afford access to wiring without removing lamps.

This reflector is furnished with individual mirror reflectors of proper design, to insure distribution control and greatest efficiency.



Type "X" Borderlight

L. ERIKSON ELECTRIC COMPANY



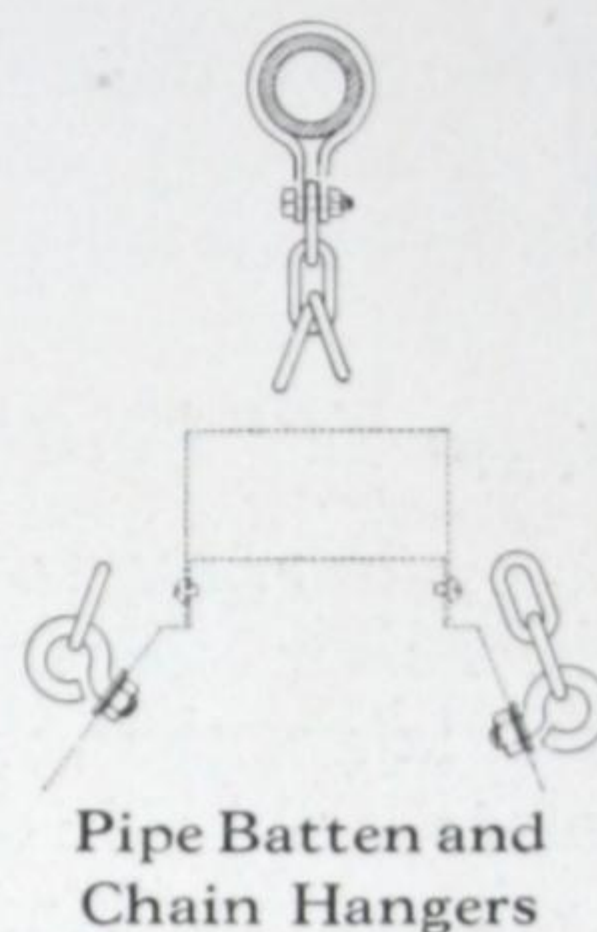
STAGE REFLECTORS

Type "X" Border Lights (Continued)

Reflectors furnished completely wired ready for installation.
Gelatin color screens and frames furnished at extra cost.
Finished black outside.
Reflectors regularly furnished to take up to 200 watt lamps.

Hangers

Hangers for borderlight reflectors consist of $1\frac{1}{4}$ inch iron pipe and heavy link chain. These hangers are regularly furnished with type "X" Borderlights only.



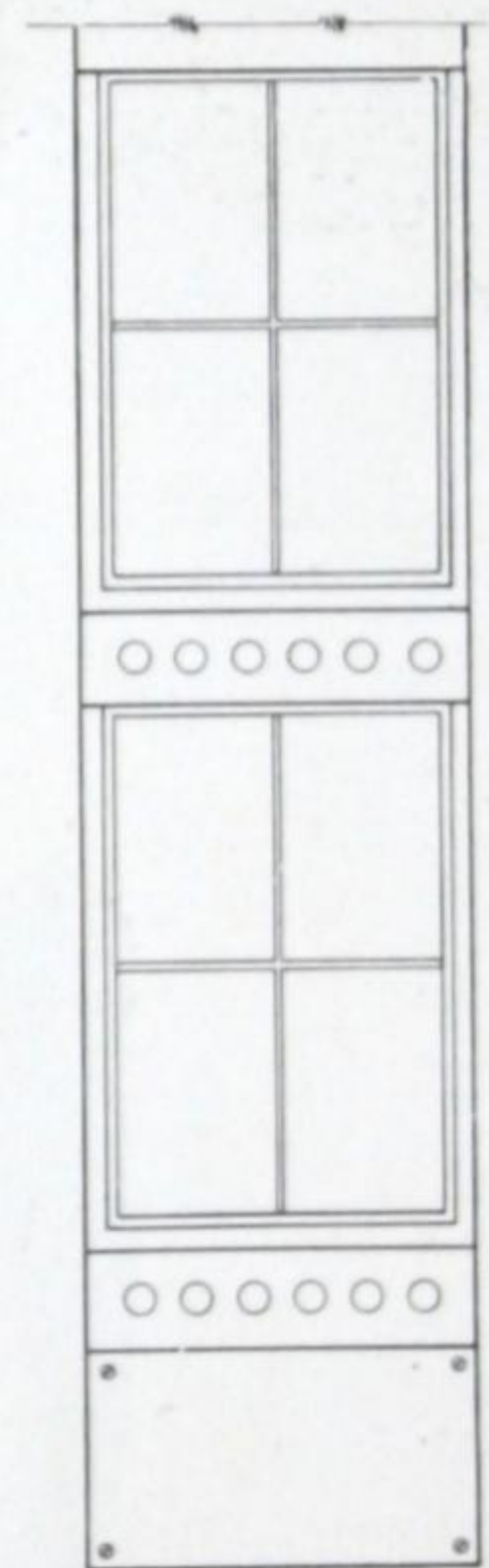
Pipe Batten and Chain Hangers

Proscenium Strips Type "X"

Strip reflectors are similar in design to the borders, except that lamps are placed parallel to the channel, instead of at right angles to it.

Wiring pocket furnished in base for making connections to circuit wires.

Reflectors furnished completely wired ready for installation.
Gelatin color screens and frames furnished at extra cost.
Finished black outside.
Reflectors regularly furnished to take up to 200 watt lamps.



Type "X" Proscenium

Color Screens

Information regarding color screens for type "X" Reflectors will be furnished on request.

Special Equipment

This company will willingly furnish information regarding special reflectors designed to meet specific conditions on request.

L. ERIKSON ELECTRIC COMPANY

Page Fifty-seven

STAGE REFLECTORS

REFLECTORS FOR MEDIUM SIZE STAGES

General

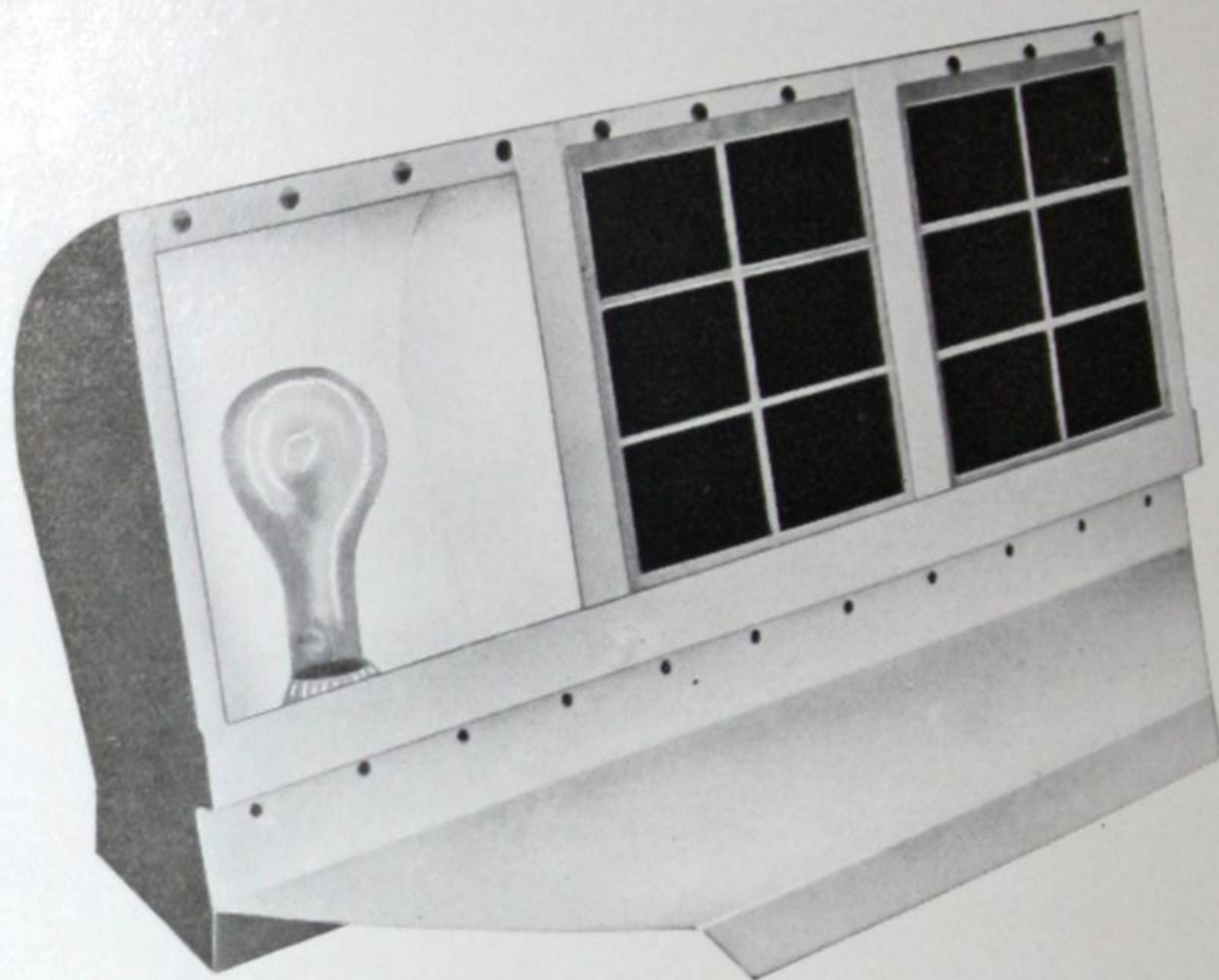
IN small theaters, schools and similar institutions where the utility of stage lighting equipment does not warrant the cost of the Type "X" reflectors, the reflectors shown below will give satisfactory results.

Type "I" Footlights

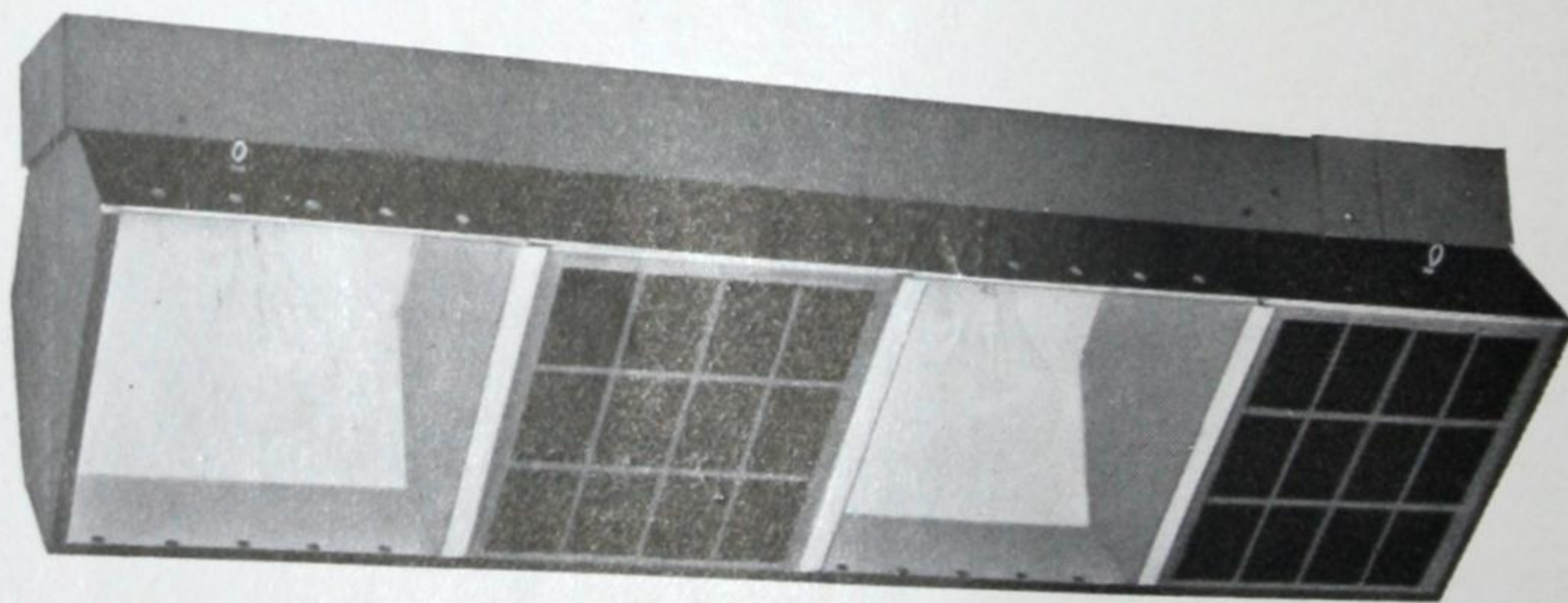
SEPARATE compartments with provisions for color screens are provided for each lamp, giving the same flexibility of color control as in the type "X" reflectors. Casings are of No. 20 gauge iron, rigidly braced between each lamp.

A wiring pocket is furnished in either end as specified, to facilitate connections to outside circuits without removing channel.

The white enamel reflecting surfaces of this reflector affords excellent distribution and diffusion.



Type "I" Footlight



Type "I" Borderlight

Type "I" Borderlight

As in the type "I" footlights, separate compartments are provided for each lamp, with color screen holders. The removable channel cap feature is incorporated in this border to provide access to wires without removing lamps.

Type "I" Proscenium Strip

THIS reflector is similar in principle and construction to the type "I" Borderlight except that the lamps are placed parallel to the channel instead of at right angles with it.

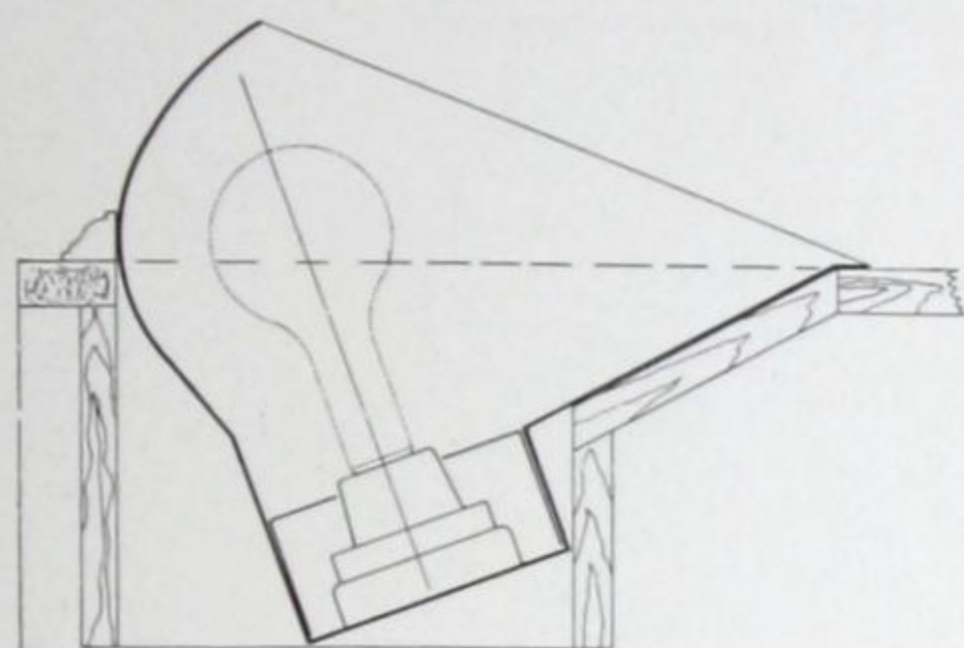
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STAGE REFLECTORS

REFLECTORS FOR SMALL STAGES

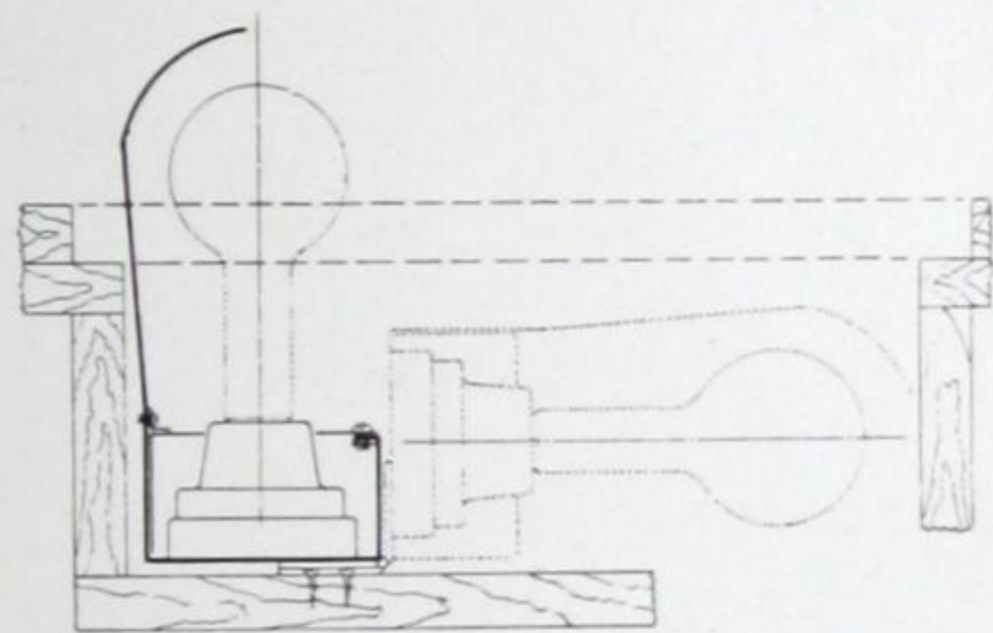
IN public schools and similar institutions where the occasional demands for stage lighting calls for only general illumination of comparatively low intensity, with little or no demand for color, the open type reflectors shown below meet all the requirements. In each of the types shown below, color is secured by employing colored lamps.

Type "A" Footlight



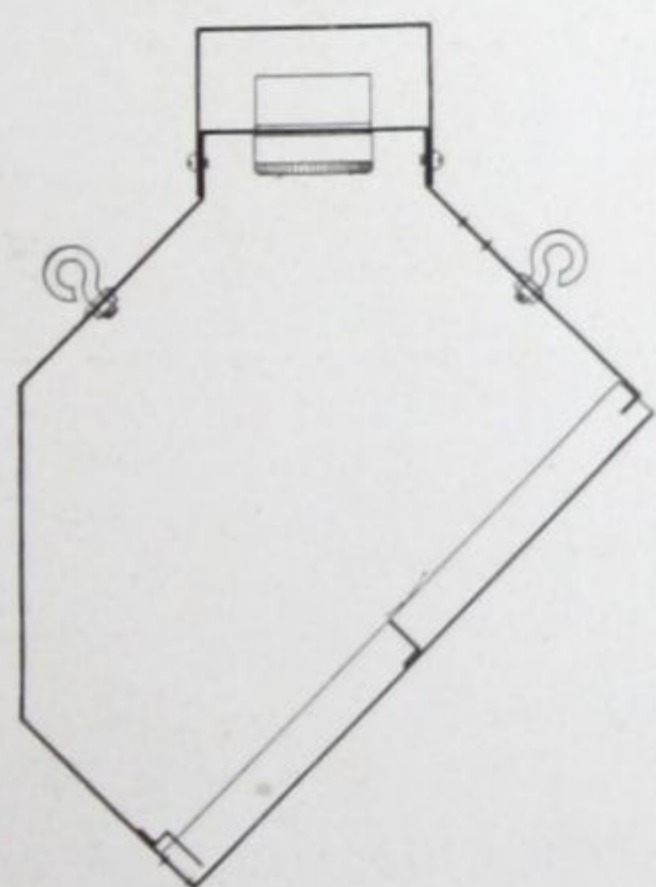
Type "A" Footlight (Cut $\frac{1}{4}$ full size)

The type "A" footlight is recommended for stages where a permanent fixture is desired.



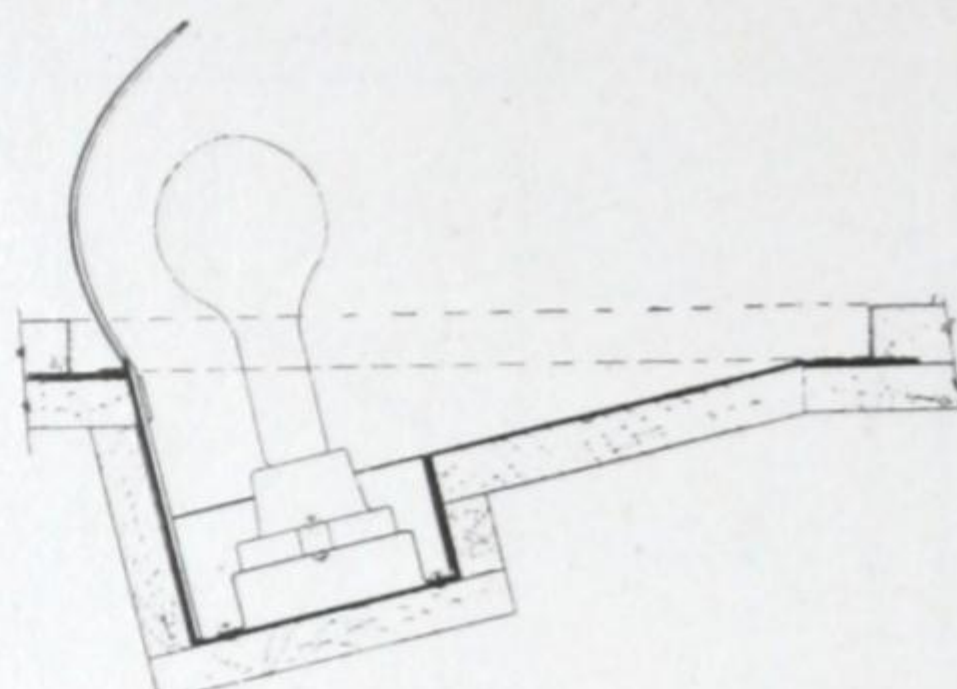
Type F (Cut $\frac{1}{4}$ full size)

The type "F" collapsible reflector is designed for shallow troughs where the available space is limited in depth.



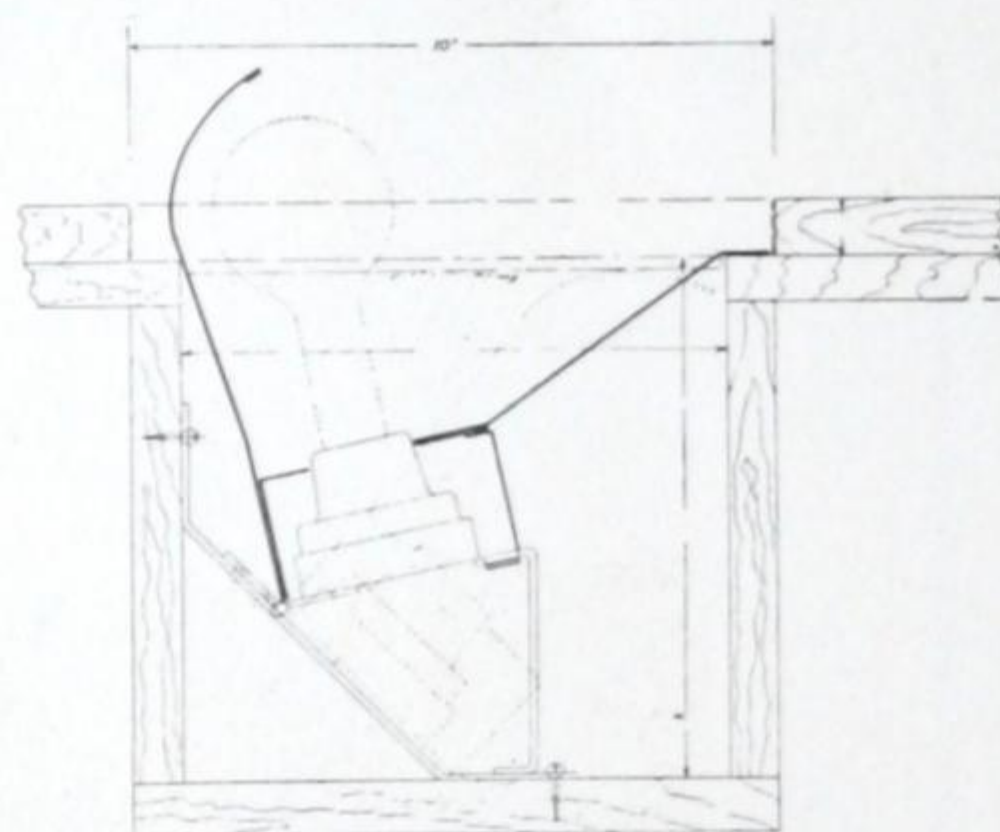
(Cut $\frac{1}{4}$ full size)

The type "B" border light is designed for 75 watt lamps, and makes an ideal fixture for the small stage.



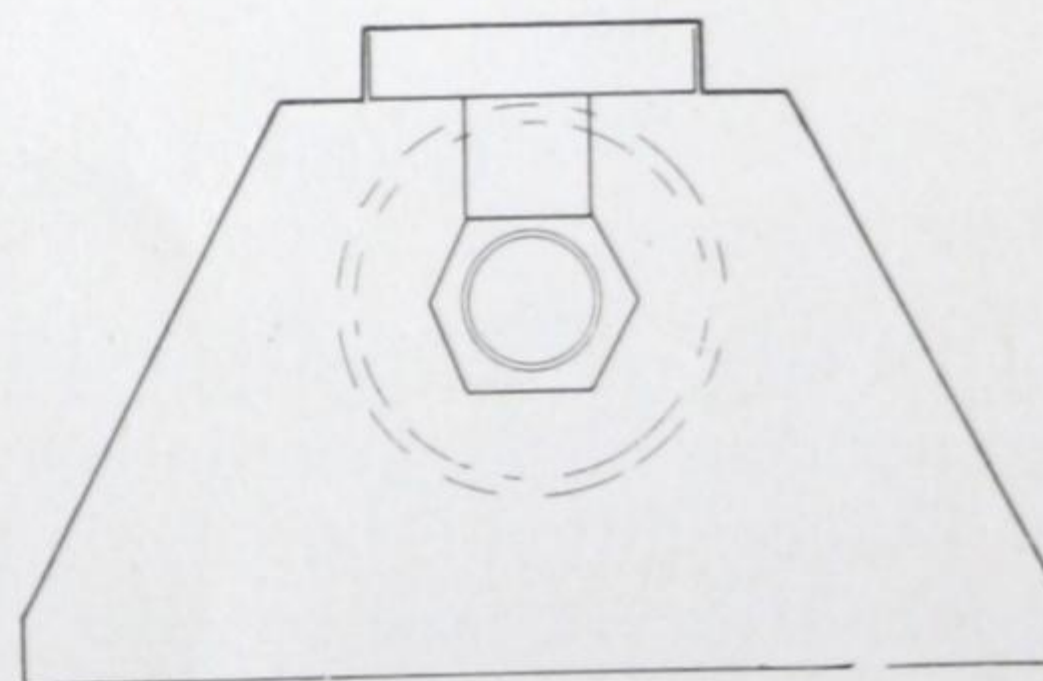
Type D (Cut $\frac{1}{4}$ full size)

The type "D" reflector is equipped with removable shield to allow reflector to be covered in when not in use.



Type G (Cut $\frac{1}{4}$ full size)

The type "G" reflector is designed for deep, narrow troughs. Unlike the type "F," this unit is provided with a front shield to eliminate the pocket which would collect dirt.



Type C Proscenium Strip
(Cut $\frac{1}{4}$ full size)

OPERATING ROOM LIGHTING

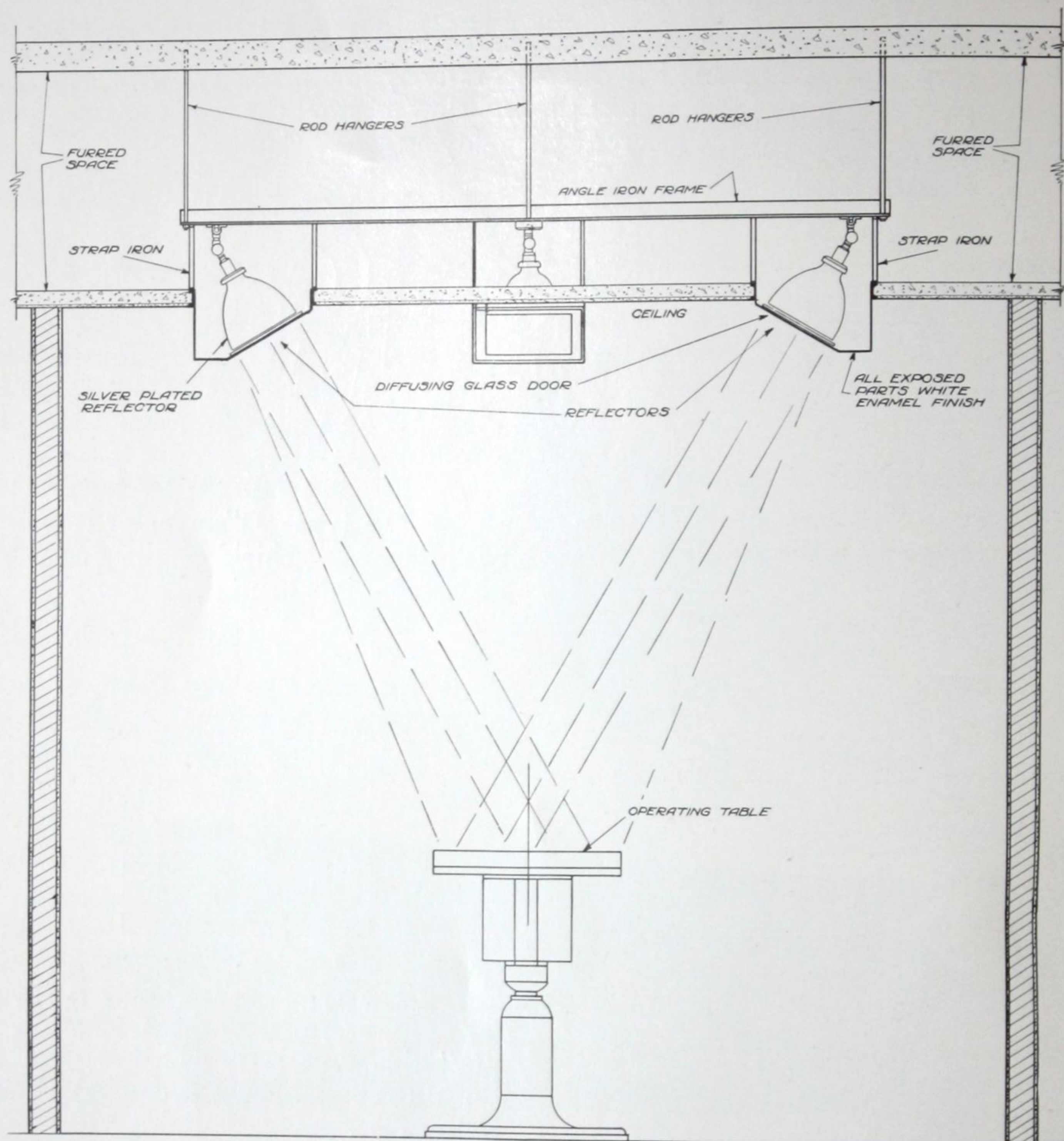


Fig. 12

Section Through Typical Built-in Type Installation

ALTHOUGH correct lighting is a vital factor in the modern operating room, less than 10 per cent of the installations now in existence could be classified as even good examples. This condition is largely due to the fact that most of the equipment offered on the market for this work fails to meet all the requirements of present engineering practice.

The principles of correct operating room illumination on following page are incorporated in the ERIKSON System.

L. ERIKSON ELECTRIC COMPANY



OPERATING ROOM LIGHTING

Efficiency

The silver lined metal reflector affords the highest efficiency in a commercial reflecting medium and in addition to being non-breakable is easily cleaned. The design of this reflector utilizes the maximum of light on the working area.

Diffusion and Distribution

The ultimate purpose of diffusion and distributing in the operating room is to eliminate shadows and to penetrate deep incisions. This is accomplished in the ERIKSON system by introducing a relatively large number of light sources as shown in Fig. 13, and directing the light at the proper angles as illustrated in Fig. 12.

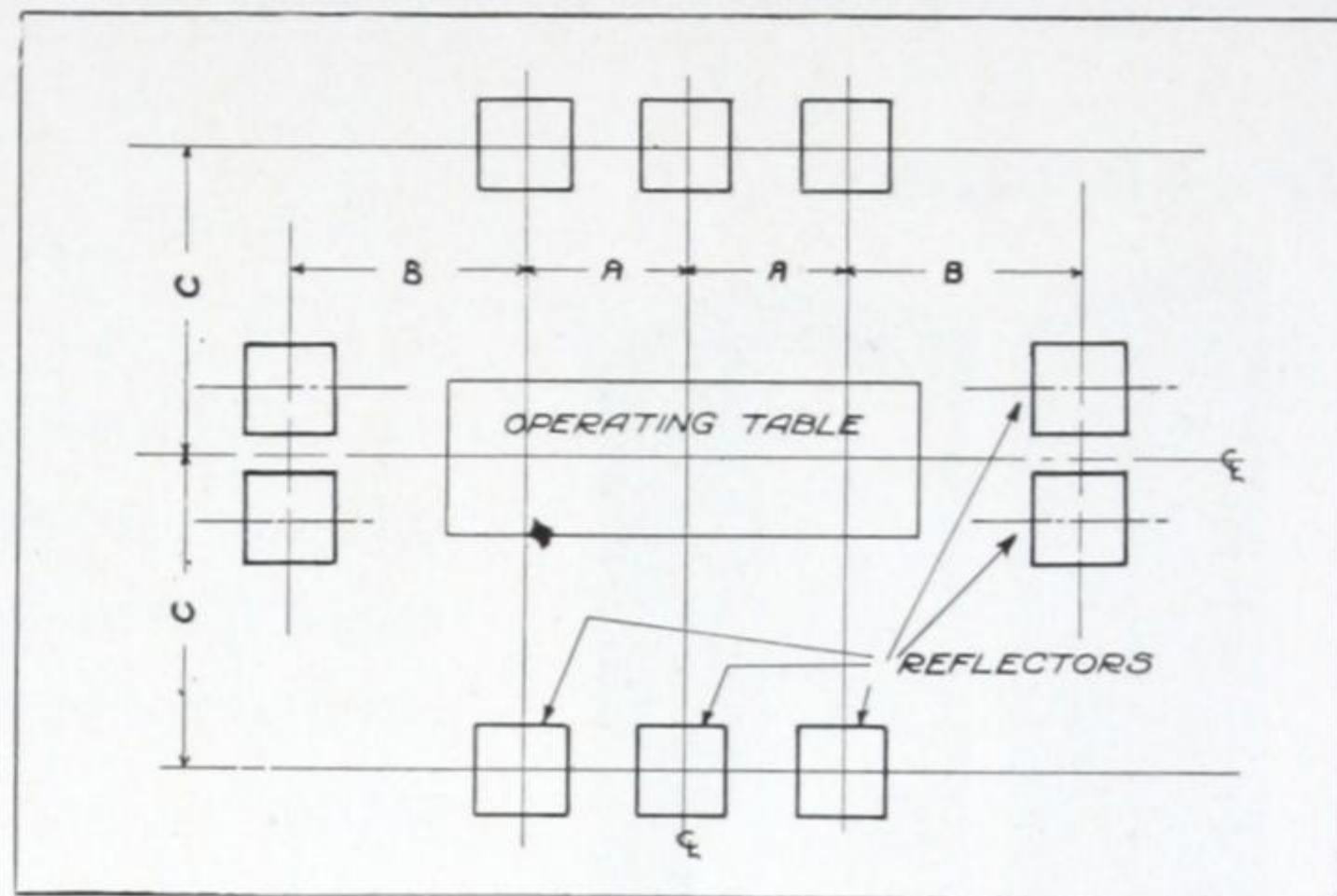


Fig. 13
Plan of room showing relation of units to
operating table

Light Quality

The ERIKSON system, by utilizing the daylight nitrogen lamp, gives as close an approximation to daylight quality as can be secured without materially affecting the efficiency or increasing the operating expense.

Intensity

While in the past an intensity of 10 to 20 foot candles was generally accepted in operating rooms, present day practice calls for intensities ranging up to 50 foot candles.

It is the purpose of the ERIKSON system to secure this range of intensity without losing sight of the other factors which affect the final results.

Eye Comfort

The use of unprotected nitrogen lamps in silver or other highly efficient reflecting mediums would be objectionable if not dangerous. To utilize the high efficiency of the above combination, a diffusing media is used in the hinged door below the reflector, which limits the glare to the proper limit, without sacrificing distribution control.

Maintenance

The equipment is so designed as to reduce the danger of dust or dirt collecting and falling upon wounds or sterile instruments. All exposed parts are finished baked white enamel to afford a sanitary surface which is easily cleaned.

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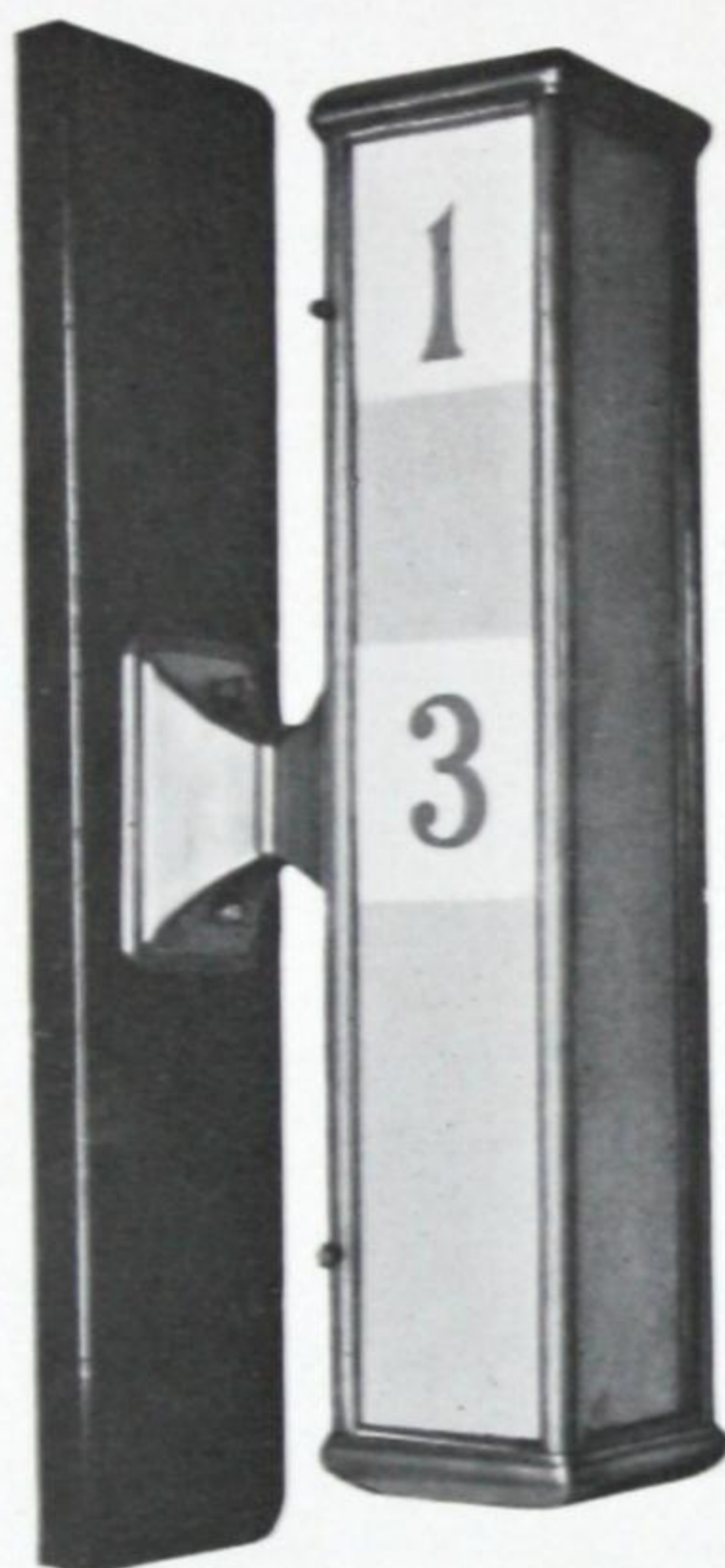


DOCTOR'S SILENT CALL SYSTEM

Call System

THE ERIKSON silent doctor's calling system affords an effective means of calling in the modern hospital where silence is a vital factor. The annunciators are located at conspicuous points throughout the institution, such as corridor intersections, and are operated from the Call Station located at the telephone operator's desk.

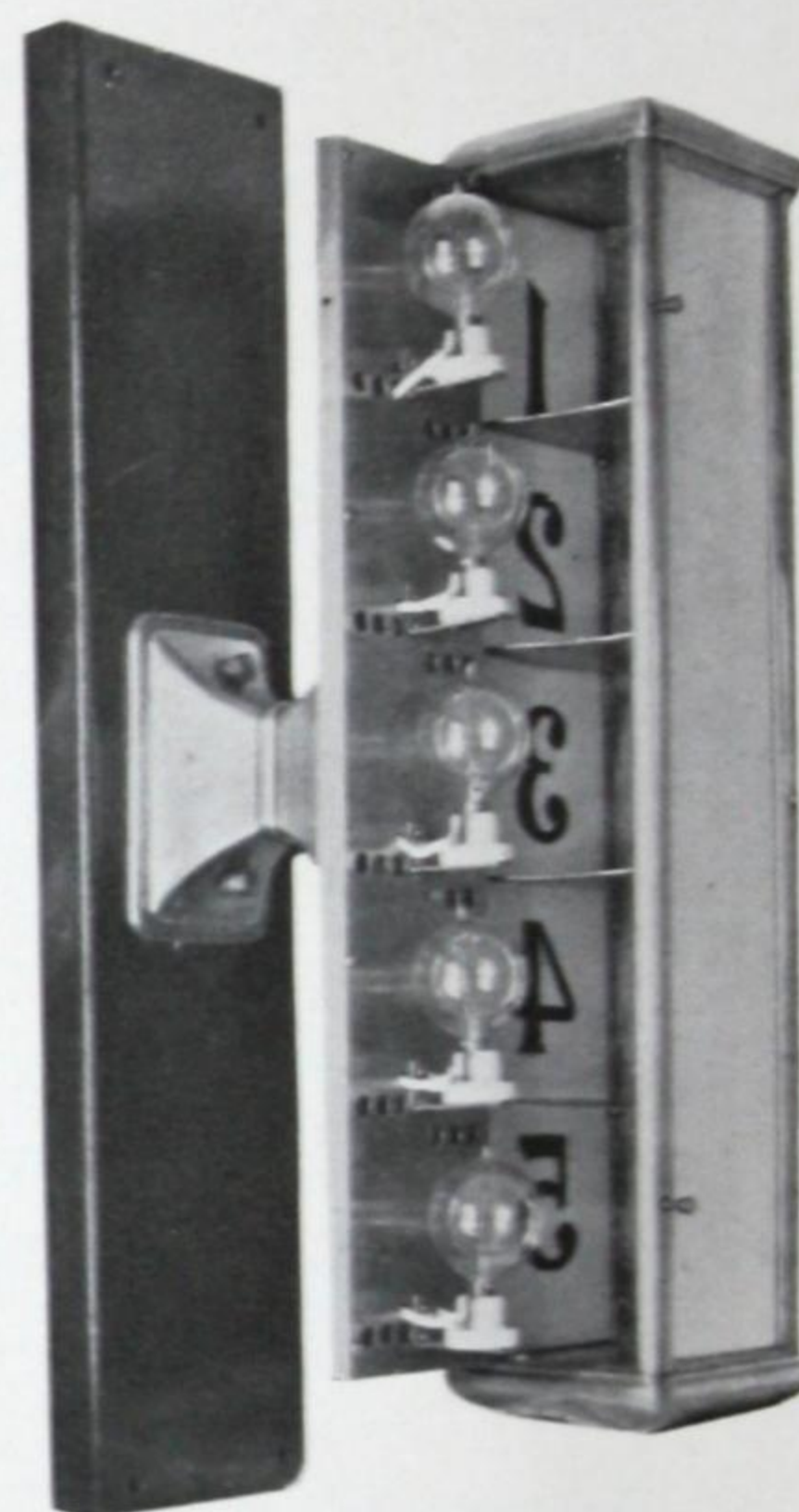
Annunciators



Annunciator—Closed

This system is designed to operate on the regular building current which eliminates the necessity for storage battery equipment.

The annunciators are constructed of cast and drawn bronze and equipped with standard porcelain candelabra receptacles for 15 watt lamp.



Annunciator—Open

Calling Station

THE calling station is constructed with bronze case, and Bakelite front panel, and equipped with standard bullseye receptacles and toggle switches. The pilot lights operate parallel with the annunciator, and clearly indicate the call in operation.

Audible Signals

WHEN so desired, audible buzzers are furnished with cut-out switch in annunciator casing.



Calling Station

L. ERIKSON ELECTRIC COMPANY

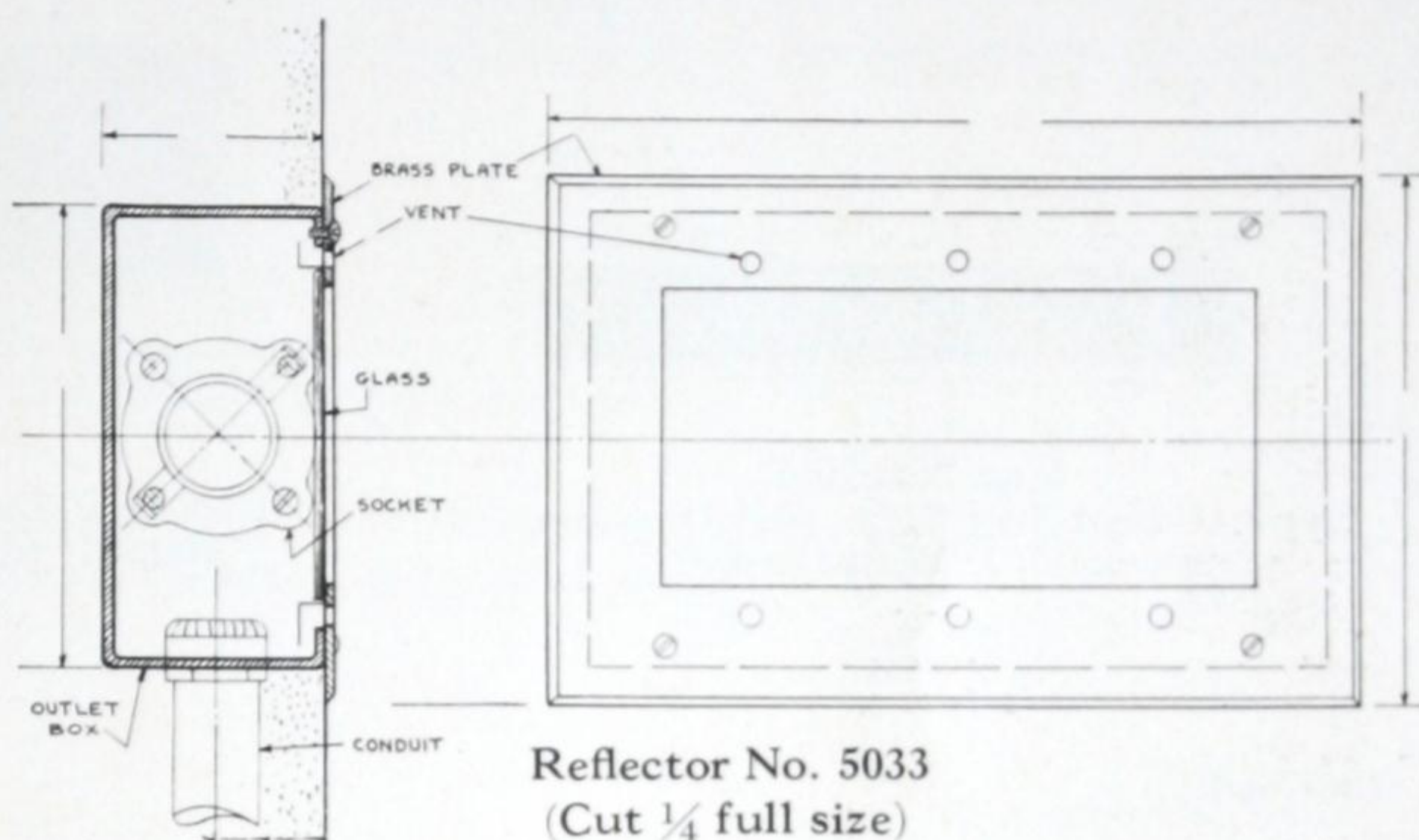


NIGHT LIGHT FIXTURES

THE ERIKSON unit affords a substantial and sanitary type of fixture for night lighting in hospitals. The fixture is mounted in the wall about three feet from the floor, and permits the attendants to move about in the corridors without allowing objectionable light to shine into wards through transom windows. When installed in wards or private rooms, sufficient light is secured to allow the nurse or attendant to enter the room without disturbing the patient.

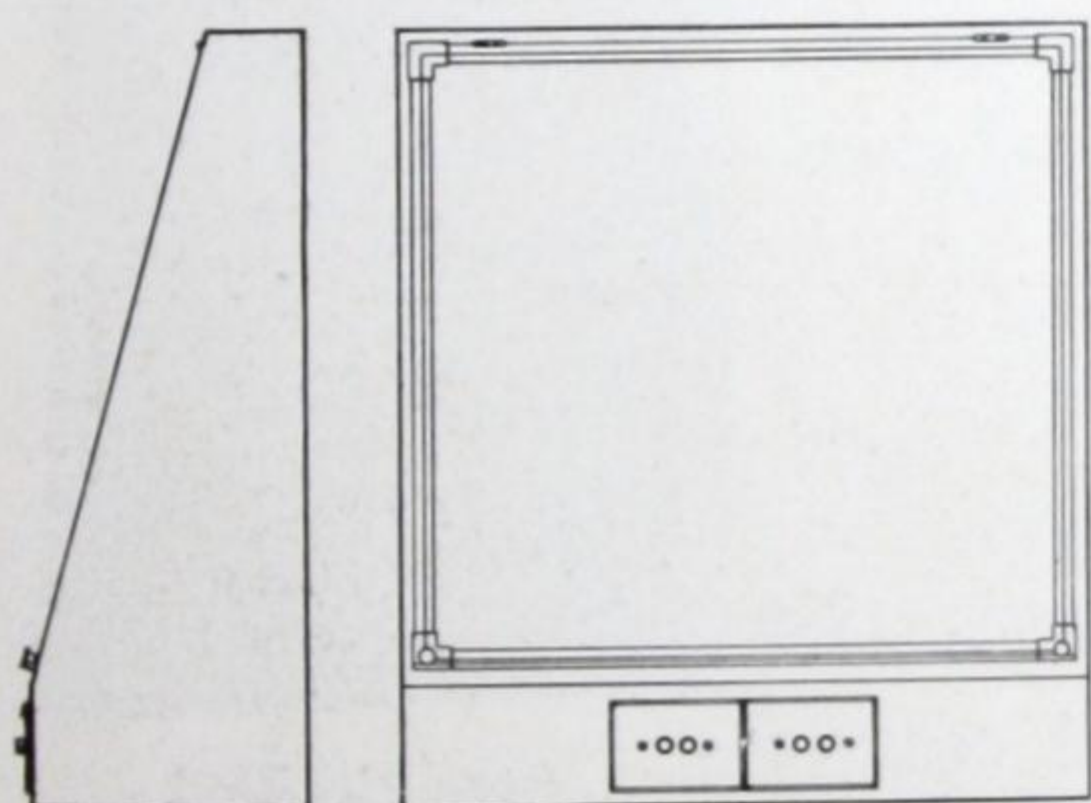
The wall box is of the approved steel type, provided with $\frac{1}{2}$ " knockouts on four sides. A flush beveled plate of No. 16 gauge brass with diffusing glass panel forms a rigid and sanitary cover.

Cover plate and inside of box are finished in fired white enamel affording a durable and sanitary finish.



FIXTURES are designed to take 25 watt tubular lamps, unless otherwise specified on order.

X-RAY VIEW BOXES



End and front view of view box
(Cut $\frac{1}{16}$ full size)

DUE to the fact that the detection of slight shadows in an X-Ray plate is of the utmost importance, the illumination of the plate must be perfectly uniform.

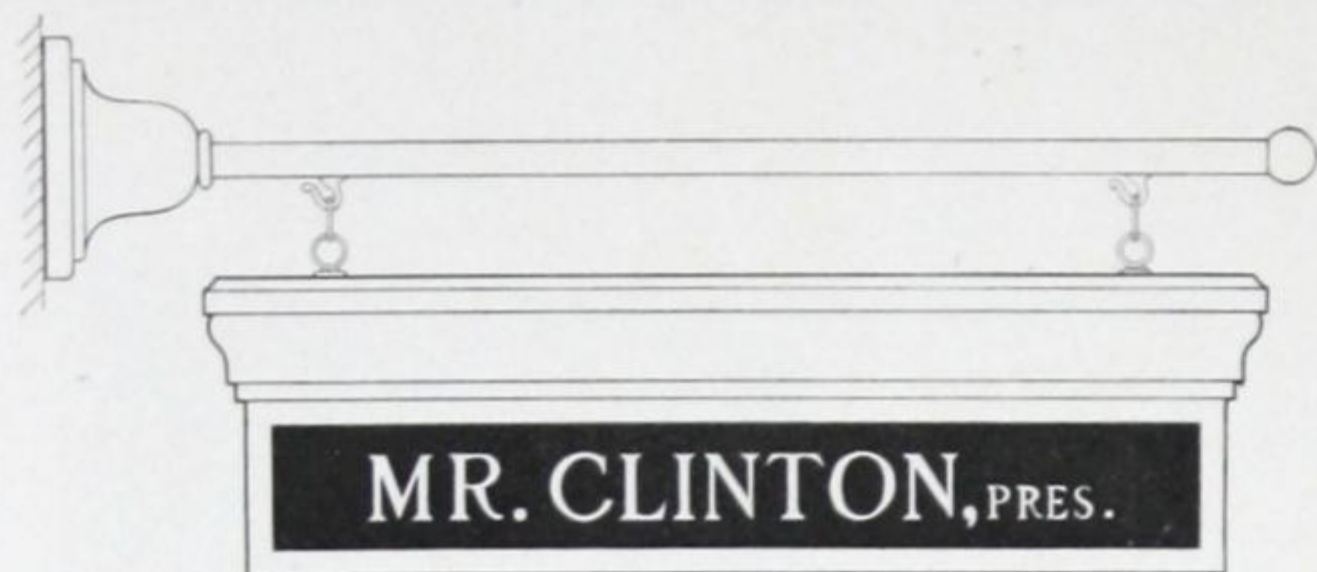
The ERIKSON view box for X-Ray plates is the result of careful experimental work, and combines efficiency, and substantial construction, with correct illumination.

The housing is constructed of No. 20 gauge steel, reinforced with angle braces. Special imported flashed opal glass front affords absolute uniformity of illumination. Furnished with push switches for two degrees of intensity.



ILLUMINATED SIGNS

THE typical illuminated signs shown on this page are designed and constructed to meet the demand for equipment to harmonize with the quality and refinement of banking rooms and similar institutions.



Sign No. 2015
Typical Hanging Sign with Canopy
Bracket for Wall Outlet



Sign No. 2014
Portable Counter Sign with Weighted Base. Fur-
nished with Silk Cord and Receptacle Plug



Casings

THE signs shown on this page are constituted of heavy gauze, cold drawn bronze or steel mouldings.

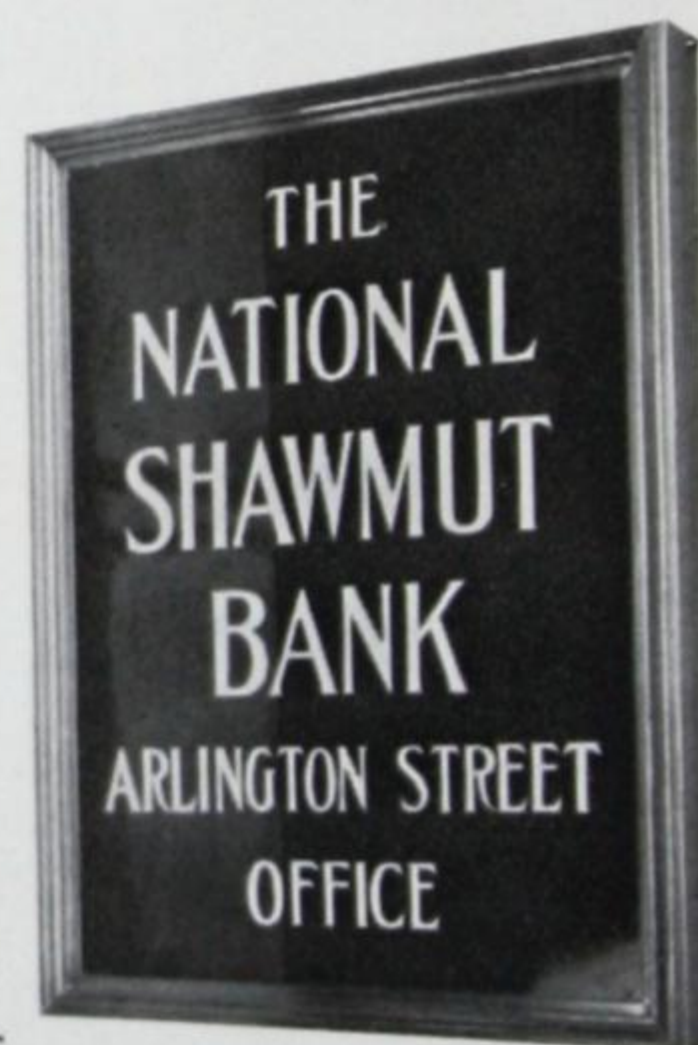
Sign Plates

THE "all glass" type of sign plate consisting of black opal background, with white opal glass letters, is recommended for its permanency and legibility. Where a metal background is desired, the stencilled bronze plate may be substituted for the black opal glass.

Lettering available in any size or script.

Lamps

THESE signs are designed to use the standard EDISON BASE tubular lamps eliminating the inconvenience and cost of special lamps. All signs designed to facilitate access to lamps.



Sign No. 2001
Wall Sign with
Hinged Door

Finish

SIGNS regularly furnished in natural brushed or oxidized bronze as desired.

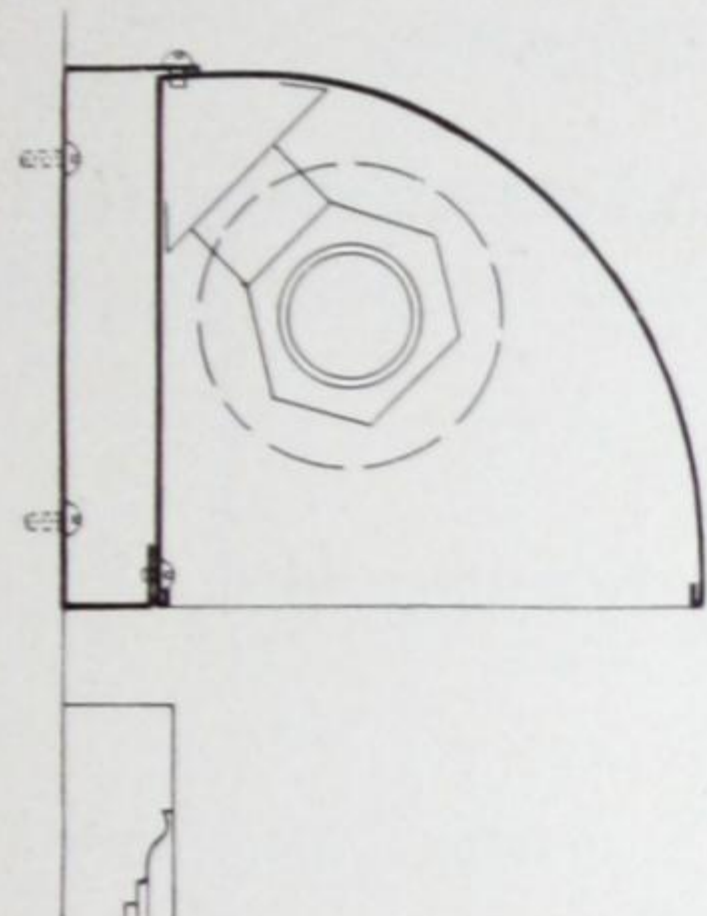
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EXTERIOR SIGN REFLECTORS

THE three general types of exterior sign reflectors shown below are typical for this class. The selection of the type best suited to a particular case will depend upon the attendant condition.

Exposed Type

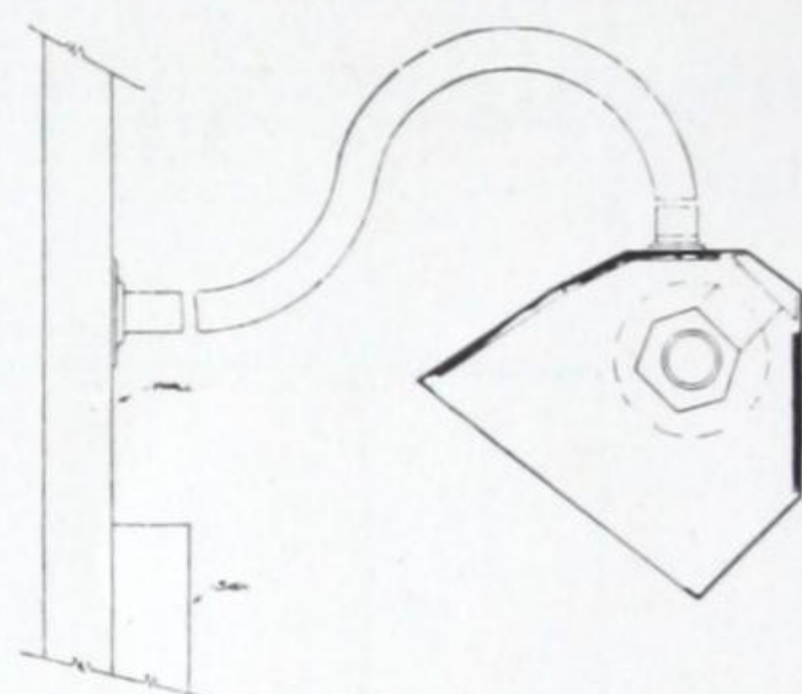
THE No. 105 and No. 901 reflectors represent two common types of wall sign reflectors. These designs call for a continuous fixture running the length of the sign. Although reflectors are regularly furnished in bronze, enameled steel may be had when so desired.



Reflector No. 105

THE cut at left shows a typical reflector mounted directly above the sign. This method affords a very satisfactory solution to signs of comparatively narrow vertical dimensions.

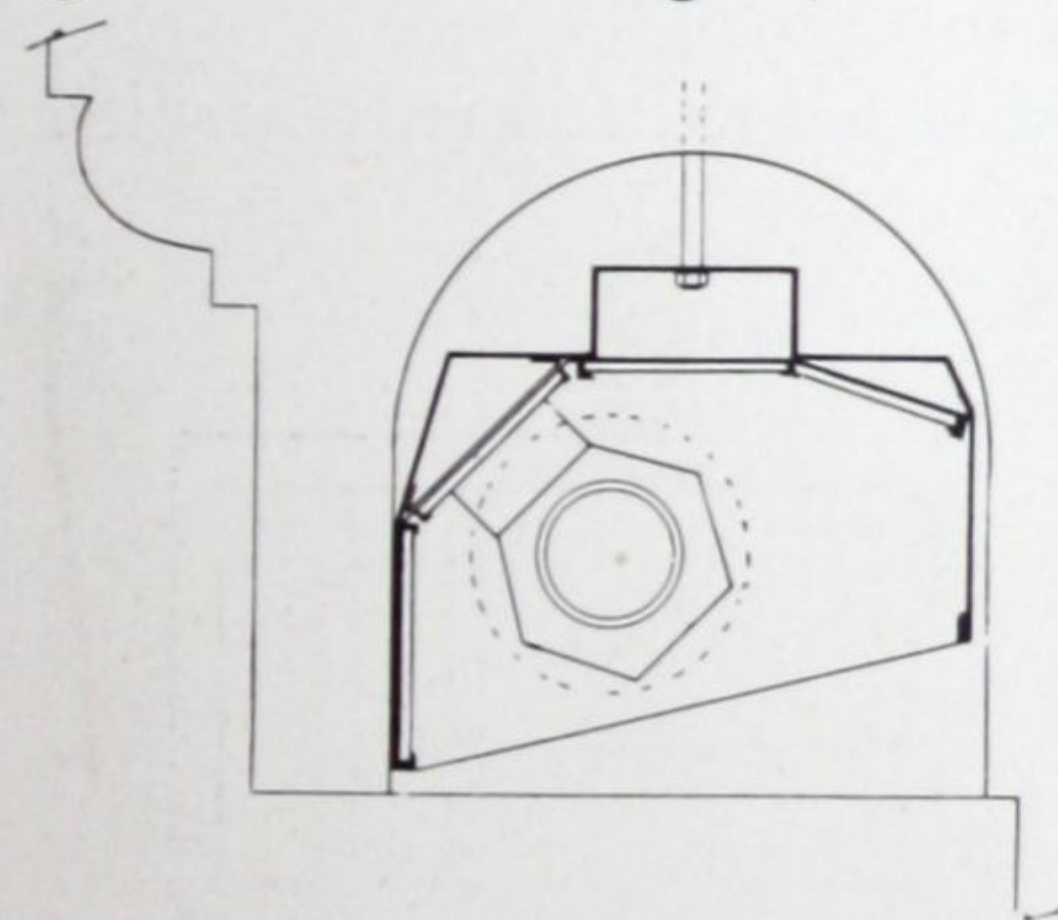
For signs of large area the No. 901 type reflector assures more even illumination than the No. 105.



Reflector No. 901

Concealed Type

CONCEALED continuous trough type reflectors concealed in a cornice cove above the sign, as shown in Fig. 14, combine effective lighting and pleasing appearance.



Reflector No. 101

THE No. 101 shown at left is typical for concealed cove type opal lined wall sign reflector.

This form of illumination has been very successfully applied to flood lighting gasoline stations, and similar buildings, and signs which greatly adds to their attractiveness at night, with attendant increase in sales.

Inquiries pertaining to signs to be illuminated by this method should include dimensions A-B-C-D, as shown in Fig. 14.

Reflectors shown on this page are furnished with either porcelain enamel, or opal glass lining.

(Reflector cuts $\frac{1}{4}$ full size)

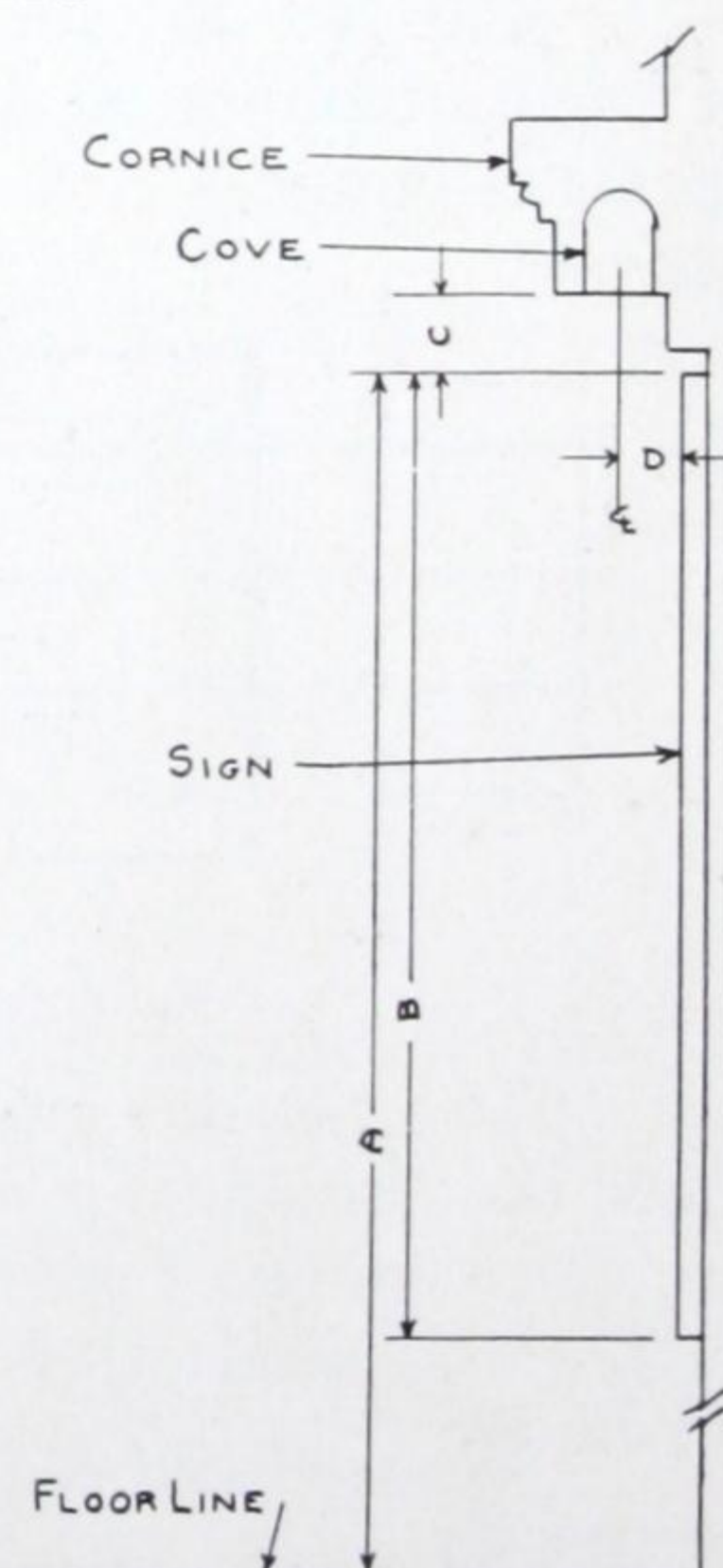
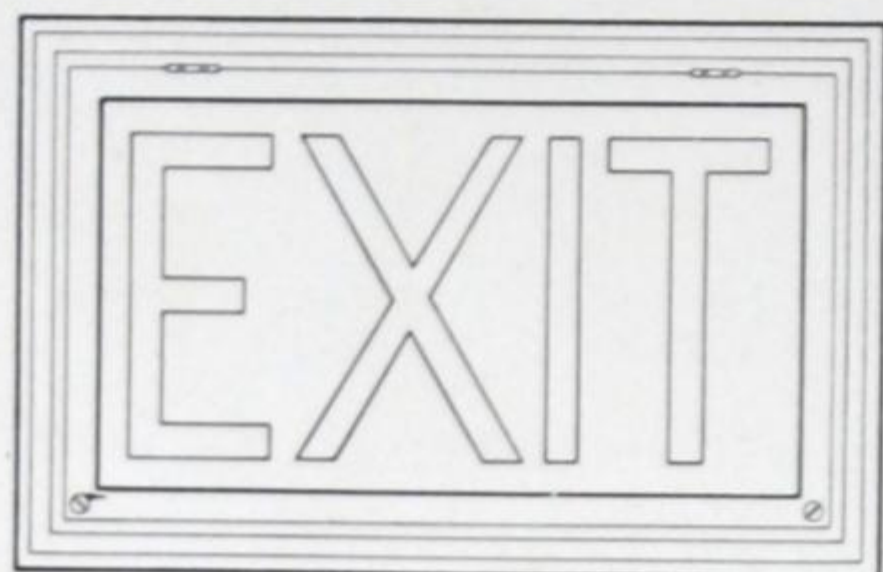
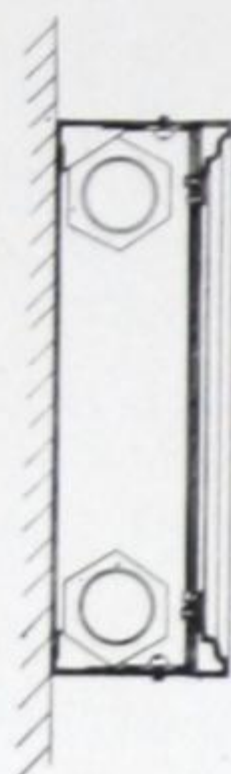


Fig. 14.

EXIT SIGNS

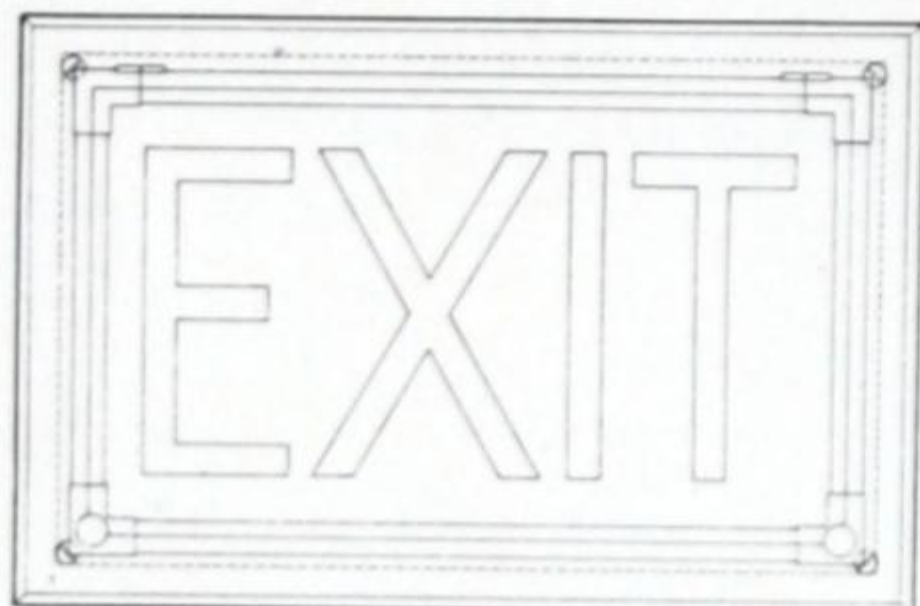


Reflector No. 205

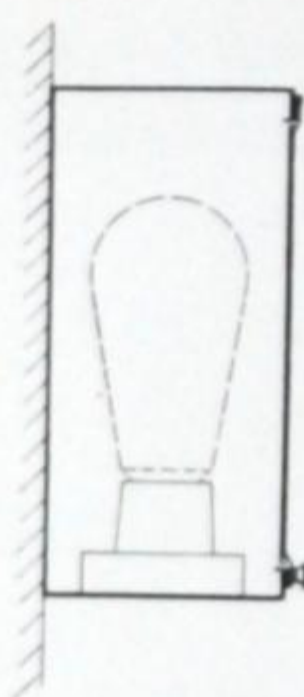


Reflector No. 206

The No. 205 and No. 206 signs are similar to the No. 201 and 202, except that face plates are of drawn bronze mouldings. The No. 206 type is designed for pear shaped lamps.



Reflector No. 204



Reflector No. 203

The No. 203 and 204 signs are recommended where a substantial fixture is required of a more economical design. Ruby glass plates are mounted in hinged frame to facilitate access to lamps.



Reflector No. 208



Reflector No. 207

The No. 207 and 208 Exit Signs are of the "competitive" type, and are designed to meet the demand for work where economy is the prime consideration. Boxes and fronts are constructed of steel, with sprayed or enameled finish. Transparencies consist of clear ruby glass, with letters on frosted back.

Where local regulations call for other than the standard 5" letter inquiries must so specify.

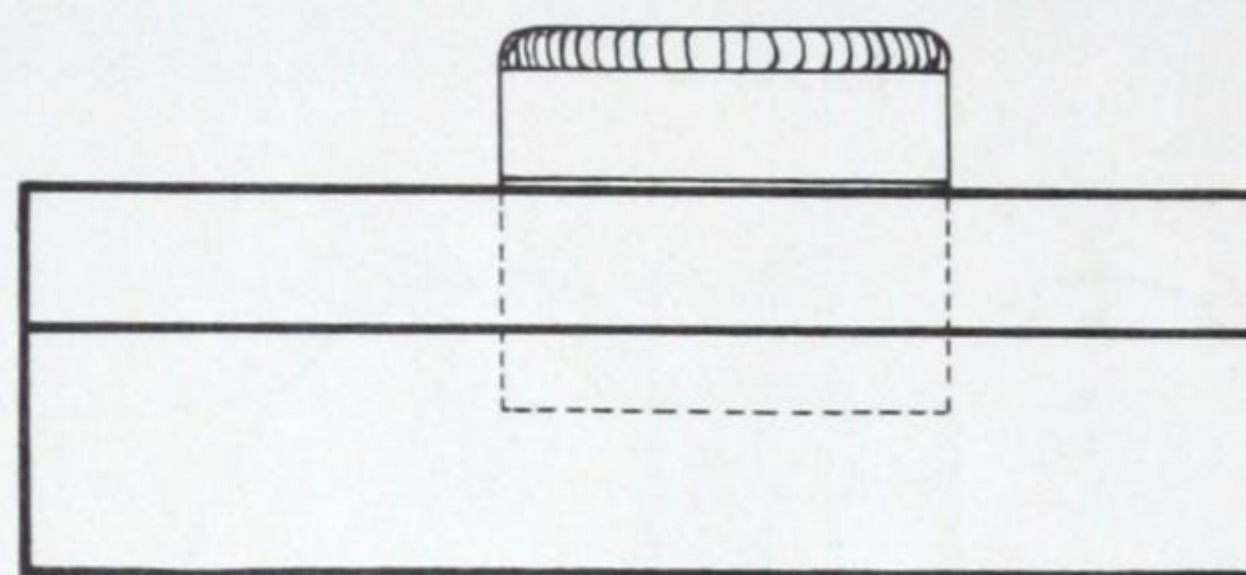
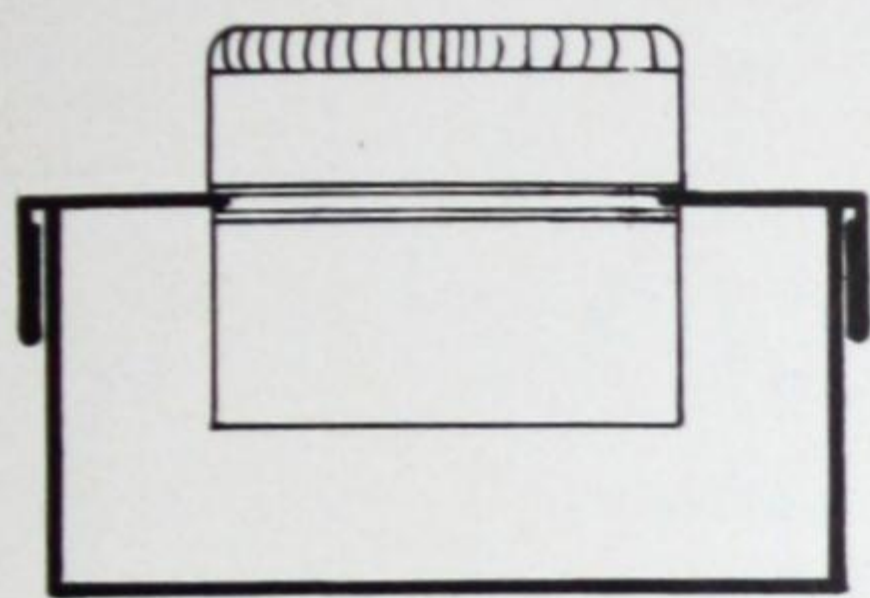
All signs are equipped with two receptacles for Edison Base Lamps.



WIRING CHANNELS

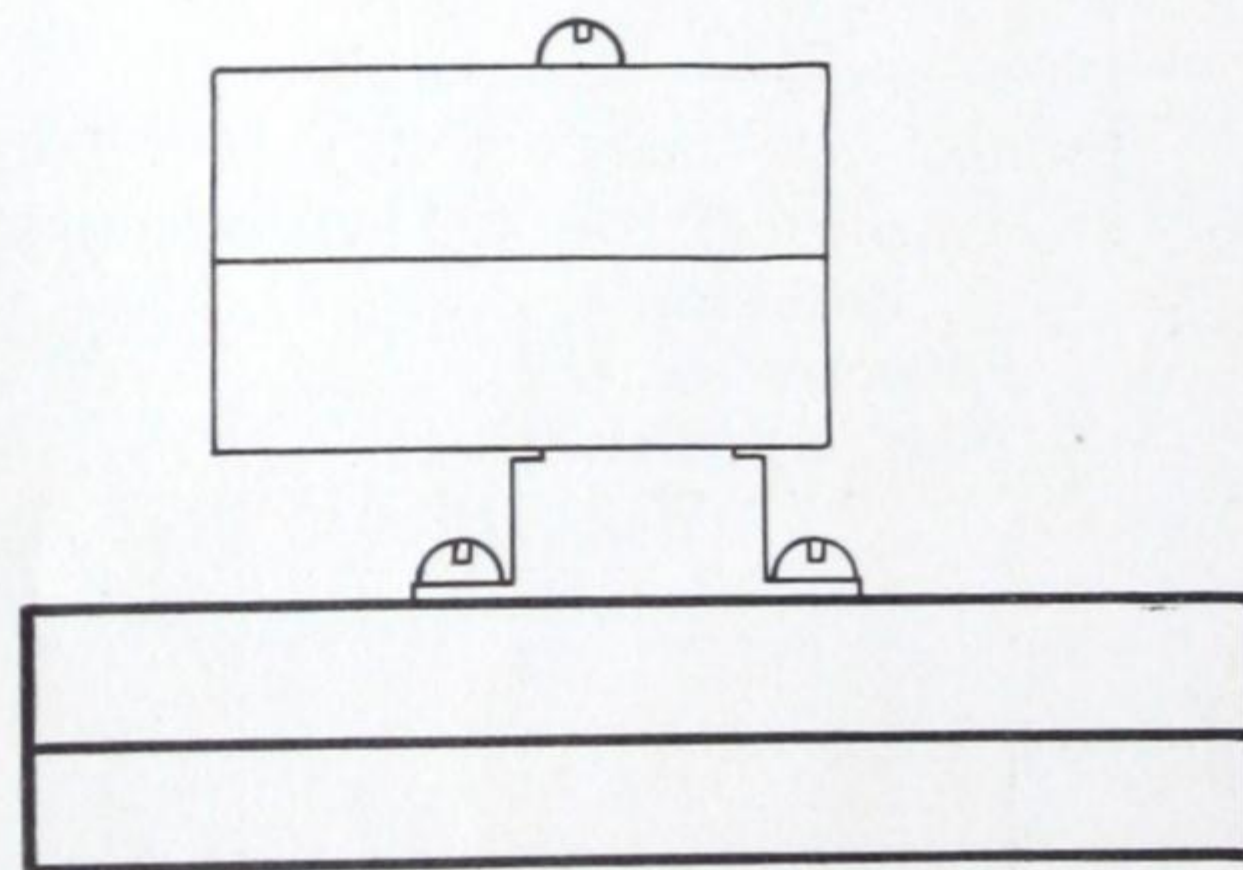
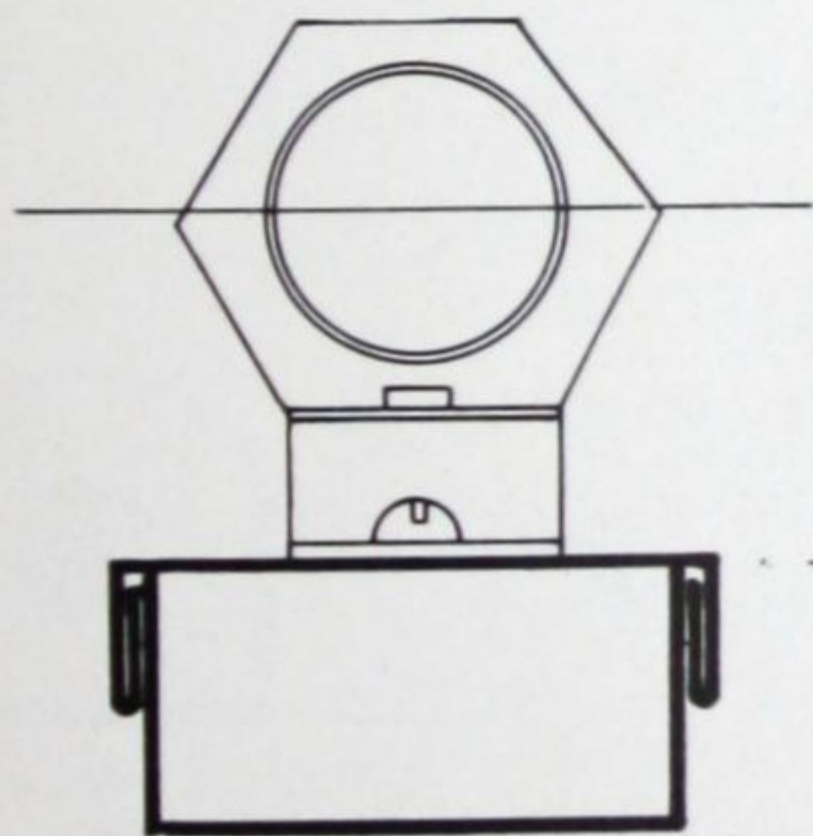
IN the many instances, such as concealed coves in theatrical work, where an economical form of conduit is essential, the ERIKSON wiring channel meets every requirement.

This channel is constructed of No. 20 gauge iron, with removable cap. The generous space for wires, and the accessibility of connections, makes this channel particularly desirable where close spacings of sockets occur.



Vertical Lamp Type

The type "V" channel is 3" wide, and 1½" deep. Sockets are regularly furnished on 12" centers.



Horizontal Lamp Type

THE type "H" channel is reduced in width to 2", made possible by the fact that the receptacle is entirely outside the shell. The depth of this channel is 1½" as is the type "V." ERIKSON porcelain sockets are regularly furnished on 12" centres.

This Company is Equipped to Furnish Special Channels of any Style, or Size, with or without Wiring.

(Cuts ½ full size)

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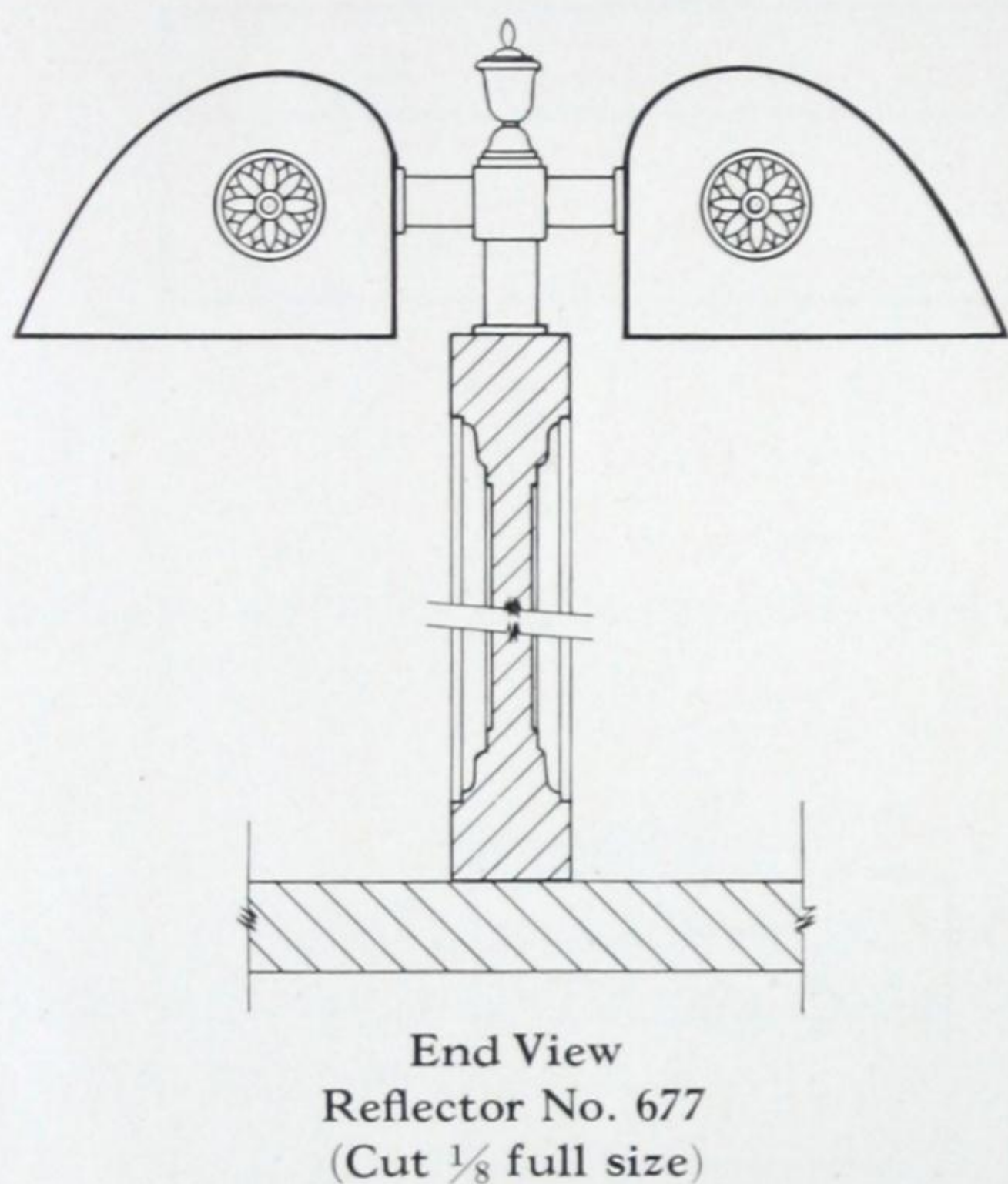
Page Sixty-seven

HOTEL FIXTURES

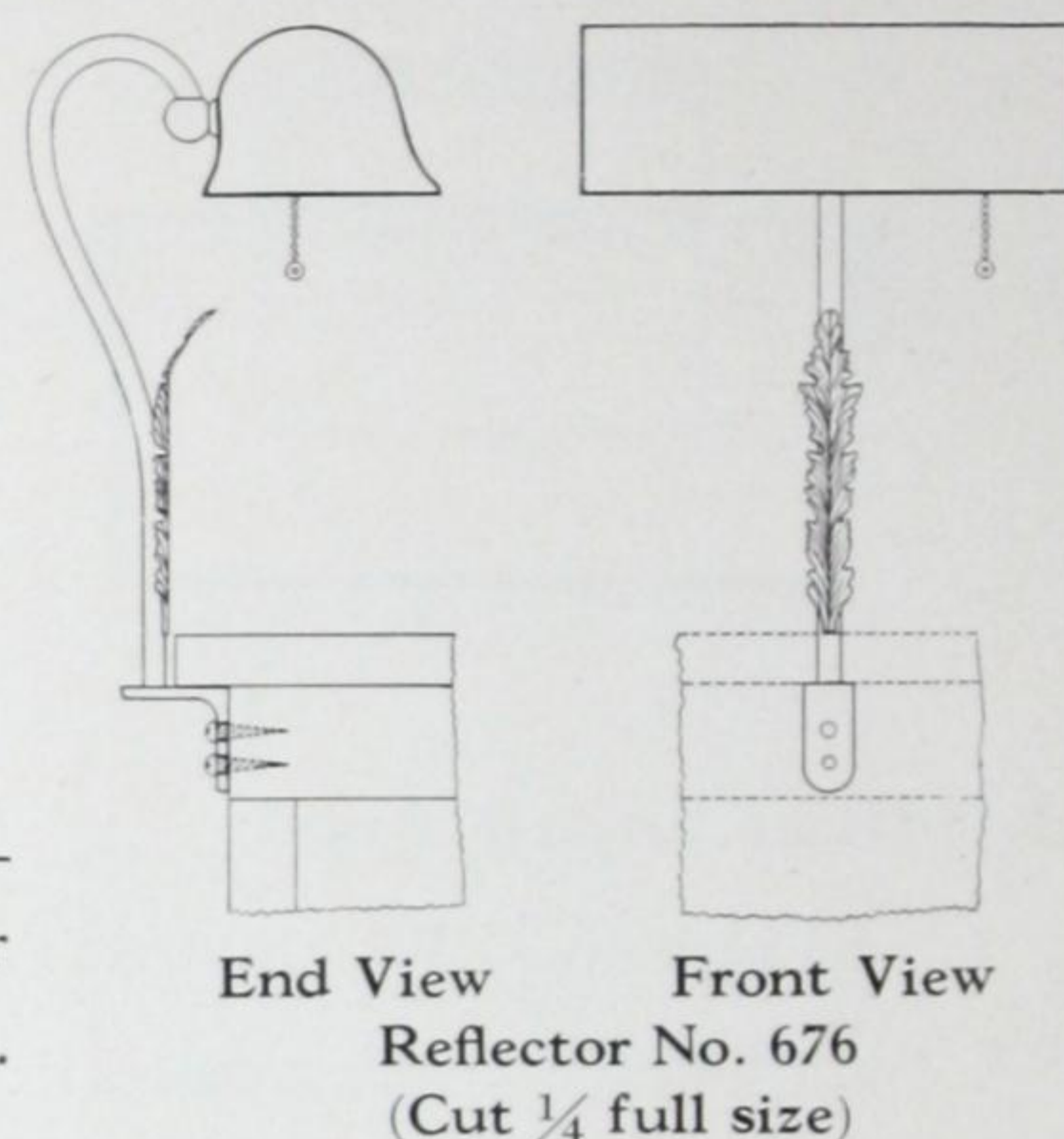
REFLECTORS combining simplicity of design with substantial construction are required for hotel use to meet the severe conditions of service. These units are as a rule attached directly to the furniture, which in most cases calls for individual designs.

THE typical reflectors described below meet the requirements outlined, in addition to providing effective lighting results.

Writing Desk Reflectors



The No. 677 Reflector is designed for twin writing desks. The No. 676 Reflector forms a neat appearing unit for single writing desk use.

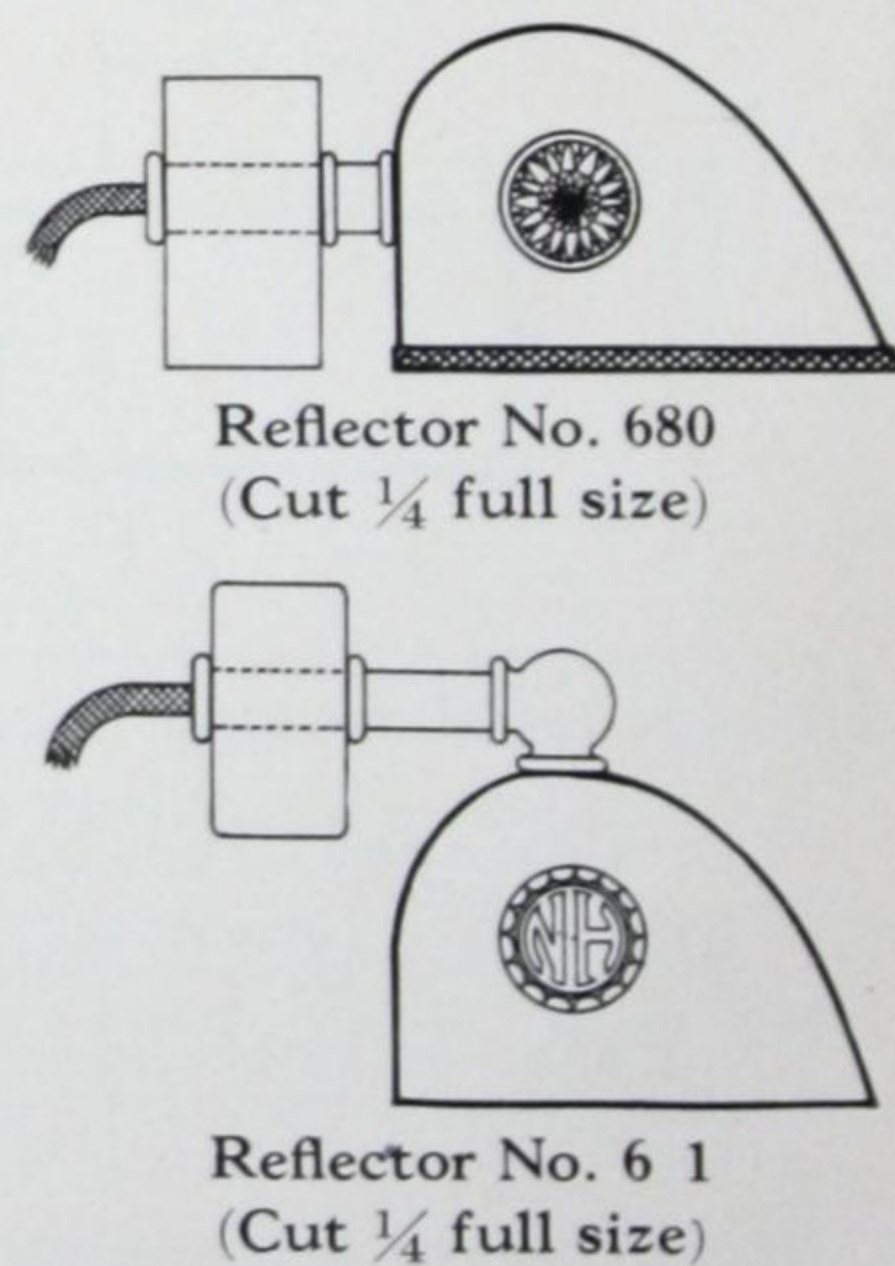


Bed Lamps

THE No. 680 and No. 681 are designed to mount directly on the bed rail, and are regularly furnished without adjustment to insure permanent service.

The above reflectors are furnished in brass or bronze, finished in metal, or enamel, to harmonize with the furniture.

These reflectors are regularly furnished with single pull chain sockets for 25 watt Edison base pear shape lamps.



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SPECIAL DESIGNS

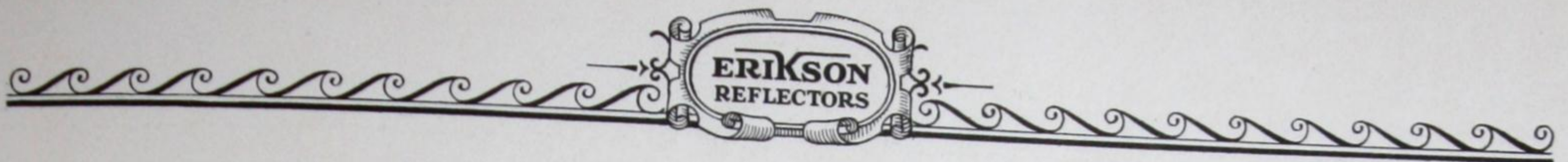
OWING to the unlimited possibilities in the application of reflectors in the illumination field, this company has listed only typical designs of those found in every day practice. When it is remembered that a new reflector must be designed to meet the aesthetic, as well as the lighting conditions in the majority of cases, the impossibility of cataloging units to meet every case becomes readily apparent.

The Engineering Department of this company will gladly furnish complete recommendations, including layouts, special designs, and specifications to fulfill the requirements of any particular illumination problem, upon request, without obligation.



ALPHABETICAL INDEX

	Page Number
REFLECTORS	
BANK SCREEN	8 to 15 incl.
BED LAMPS	68
BOARDS	
BULLETIN	27
DIRECTORY	27
POSTER	27
BORDER LIGHTS	54 to 59 incl.
CABINETS	26
CHANCEL ARCH	50
CHURCHES	48 to 50 incl.
COUNTER LAMPS	44
COUPON BOOTHS	24
COVE LIGHTING	48
DESKS	
BOOKKEEPERS' DESKS	26
CHECK DESKS	20 to 23 incl.
OFFICE DESKS	25-26
STENOGRAPHERS' DESKS	26
WRITING DESKS	26-68
DOCTORS' CALL ANNUNCIATORS	62
DRESSING ROOM	<i>See Fitting Room</i>
EXIT SIGNS	66
FILES	26
FITTING ROOM	44
FLOODLIGHT	37
FOOTLIGHTS { STAGE	54 to 59 incl.
WINDOW	37
GALLERIES	<i>See Picture Lighting</i>
HOTEL	68
NIGHT LIGHTS	63
OPERATING ROOM	60-61
PICTURE LIGHTING	46-47
PROSCENIUM STRIPS	54 to 59 incl.
PULPIT	51
RUG RACKS	45
SHOW CASES	40 to 43 incl.
SHOW WINDOWS	28 to 37 incl.
SIGNS	16-17-18-19-64-65
SKYLIGHTS	52
STAGE	54 to 59 incl.
TABLE LAMPS	25
TEMPLES	<i>See Cove Lighting</i>
VAULT (GENERAL ILLUMINATION)	53
VAULT (DOOR ILLUMINATION)	15
WIRING CHANNELS	67
X-RAY PLATE VIEW BOXES	63



NUMERICAL INDEX

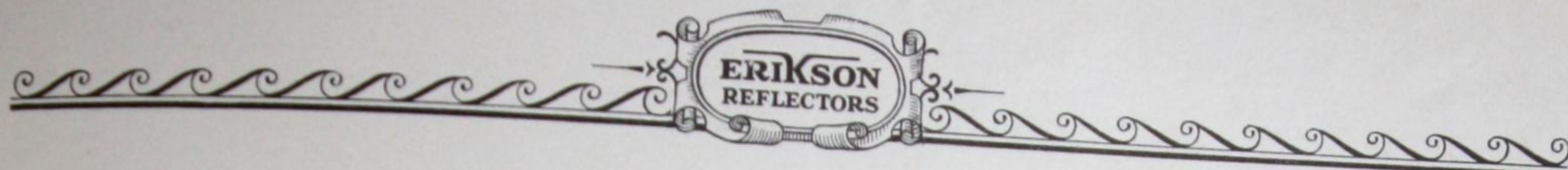
No.	Page	Utility
1	40	Floor Show case reflector
2	40	Floor Show case reflector
10	40	Floor Show case reflector
15	40	Floor Show case reflector
30	34	Show window reflector
31	34	Show window reflector
32	34	Show window reflector
33	34	Show window reflector
45	35	Show window reflector
50	44	Fitting room reflector
55	35	Show window reflector
56	35	Show window reflector
60	33 & 35	Window reflectors
62	35	Show window reflector
65	34 & 35	Show window reflector and Rug rack
66	34	Show window reflector
68	34	Show window reflector
69	34	Show window reflector
70	34	Show window reflector
71	34	Show window reflector
77	47	Picture reflector
80	47	Picture reflector
85	47	Picture gallery reflector
87	47	Picture reflector
101	65	Sign reflector
105	65	Sign reflector
110	37	Window floodlight
203	66	Exit signs
204	66	Exit sign
205	66	Exit sign
206	66	Exit sign
207	66	Exit sign
208	66	Exit sign
301	31 & 36	Show window footlight
302	30 & 36	Show window footlight
311	36	Show window footlight
314	36	Show window footlight
502	51	Chancel arch reflector
503	51	Chancel arch reflector
521	51	Pulpit reflector
609	22 & 23	Check desk reflector
611	43	Wall show case
615	22-23 & 43	Check desk reflector and Wall show case
616	23	Check desk reflector
618	43	Wall show case
620	43	Wall show case
626	23	Check desk reflector



NUMERICAL INDEX

No.	Page	Utility
627	22 & 23	Check desk reflector
629	23	Check desk reflector
630	44 & 23	Check desk reflector and Counter lamp
632	24	Coupon booth
633	24	Coupon booth
634	24	Coupon booth
635	44	Counter lamp
636	24	Coupon booth
638	20 & 21	Check desk reflector
639	24 & 21	Check desk reflector and Coupon booth
640	24	Coupon booth
642	24	Coupon booth
643	24	Coupon booth
644	24	Coupon booth
645	43	Wall show case reflector
648	23	Check desk reflector
649	24	Coupon booth
650	20 & 21	Check desk reflector
651	21	Check desk reflector
660	21	Check desk reflector
661	21	Check desk reflector
670	20 & 21	Check desk reflector
671	21	Check desk reflector
701	26	Office desk reflector
702	26	Office desk reflector
703	26	Office desk reflector
704	26	Office desk reflector
715	26	Stenographers' desk reflector
725	25	Table lamp
756	25	Portable desk lamp
810	49	Cove reflector
815	49	Cove reflector
901	65	Sign reflector
1201	11	Bank Partition cornice reflector
1220	14 & 15	Bank screen counter reflector
1237	12 & 15	Bank screen counter reflector
1238	15	Bank screen counter reflector
1247	15	Bank screen counter reflector
1248	15	Bank screen counter reflector
1250	10	Bank screen counter
1260	10	Bank screen counter
1270	15	Vault door reflector
1271	52	Skylight reflector
2001	64	Sign
2002	19	Bank sign
2003	19	Bank sign
2004	19	Bank sign

L. ERIKSON ELECTRIC COMPANY



NUMERICAL INDEX

No.	Page	Utility
2014	64	Sign
2015	17 & 64	Wicket sign and sign
5032	53	Vault lighting reflector
5033	63	Night light reflector
5034	37	Suspended window reflector
Type X-75 Footlight	56	Stage lighting
Type X-150 Footlight	56	Stage lighting
Type X-Border	56	Stage lighting
Type X-Footlight	57	Stage lighting
Type 1-Footlight	58	Stage lighting
Type 1-Borderlight	58	Stage lighting
Type 1-Proscenium	58	Stage lighting
Type A-Footlight	59	Stage lighting
Type D-Footlight	59	Stage lighting
Type F-Footlight	59	Stage lighting
Type G-Footlight	59	Stage lighting
Type B-Borderlight	59	Stage lighting
Type C-Proscenium	59	Stage lighting

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